

The New eSpring™ Water Purifier

新一代

eSpring™ 智能淨水器

Clearly Better

帶來更優質的清純淨水



Everything starts with water 水是萬物之源

Clean, safe water is the foundation
for your...

潔淨、安全的飲用水成就您的...

Life
生命

Family
家庭

Community
社群

For ABO use only. Not for use with prospects.
僅限直銷商使用。不適用於潛在顧客。





eSpring

eSpring™ is the world's
number one selling brand of
home water treatment
systems.*

eSpring™是**全球銷量第一**的
家居淨水系統品牌。*

world's

#1

*Based on a Verify Markets study of 2021 global sales. 根據 Verify Markets 對 2021 年環球銷售研究所得。

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Our Legacy 我們的傳奇

- + 35+ years of science, innovation and water treatment leadership
憑藉35年以上科研、創新及淨水處理的經驗
- + Advanced design and top-level performance
先進的設計、卓越的效能
- + People-centered solutions
以人為本的方案
- + Environmental responsibility
肩負環保的責任
- + Ease and convenience
輕鬆、方便
- + Health and wellbeing
守護您的健康
- + Third-party testing, review and certification
第三方檢測、審查及認證

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Campaign Launch Video 1:16 min
產品上市影片 1分16秒

Clearly Better Water Treatment Technology 更優質潔淨的淨水處理技術

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The eSpring™ e3 Carbon Filter combined with UV-C LED Technology gives you cleaner, safer, better-tasting water

eSpring™ e3活性碳濾心，
配合UV-C紫外線LED燈技術，
為您提供更潔淨、更安全、更美味的
優質淨水

e3
Carbon
Filter
e3活性碳濾心



UV-C LED
Technology
UV-C紫外線
LED燈技術



The eSpring™ e3 Carbon Filter

Effectively Reduces 170+ Contaminants

eSpring™ e3 活性碳濾心

有效濾除170多種污染物

REDUCES: Micro-plastics, PFOS and PFOA, pharmaceuticals, cysts, more than 145 health-effect contaminants, 1,2,3-TCPs

ALSO REDUCES: Chemicals, herbicides, disinfection by-products, volatile organic compounds, inorganic contaminants like lead and mercury, and more

AND THE e3 CARBON FILTER reduces particulates like asbestos down to 300–500 times smaller than a human hair

濾除：微塑膠、全氟辛酸(PFOA)及全氟辛烷磺酸(PFOS)、藥物、囊胞菌、超過145種對健康有害的的污染物、除草劑及殺蟲劑等農藥

亦可濾除：化學品、除草劑、消毒副產物、揮發性有機化合物、鉛和汞等無機污染物等

e3 活性碳濾心可濾除比人類頭髮的直徑還要小300-500 倍的微粒，如石棉

The eSpring™ Water Purifier is designed only for use with potable water deemed safe to drink by local public health authorities.
eSpring™ 智能淨水器的設計僅適用於當地公共衛生機構認為可以安全飲用的飲用水。

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eSpring™ e3 Carbon Filter: Three powerful layers of premium filtration

eSpring™ e3 活性碳濾心： 三重強效的過濾層

1. Pre-filter

Traps larger particulate such as: sediment, scale precipitate, and iron particles

2. Defense Guard

Captures fine particles, such as micro-plastics, asbestos, and waterborne pathogens; improves water clarity

3. Carbon Block

Effectively reduces pharmaceuticals, lead, mercury, VOCs, PFOA and PFOS, pesticides, herbicides, and more.

1. 前置濾網層

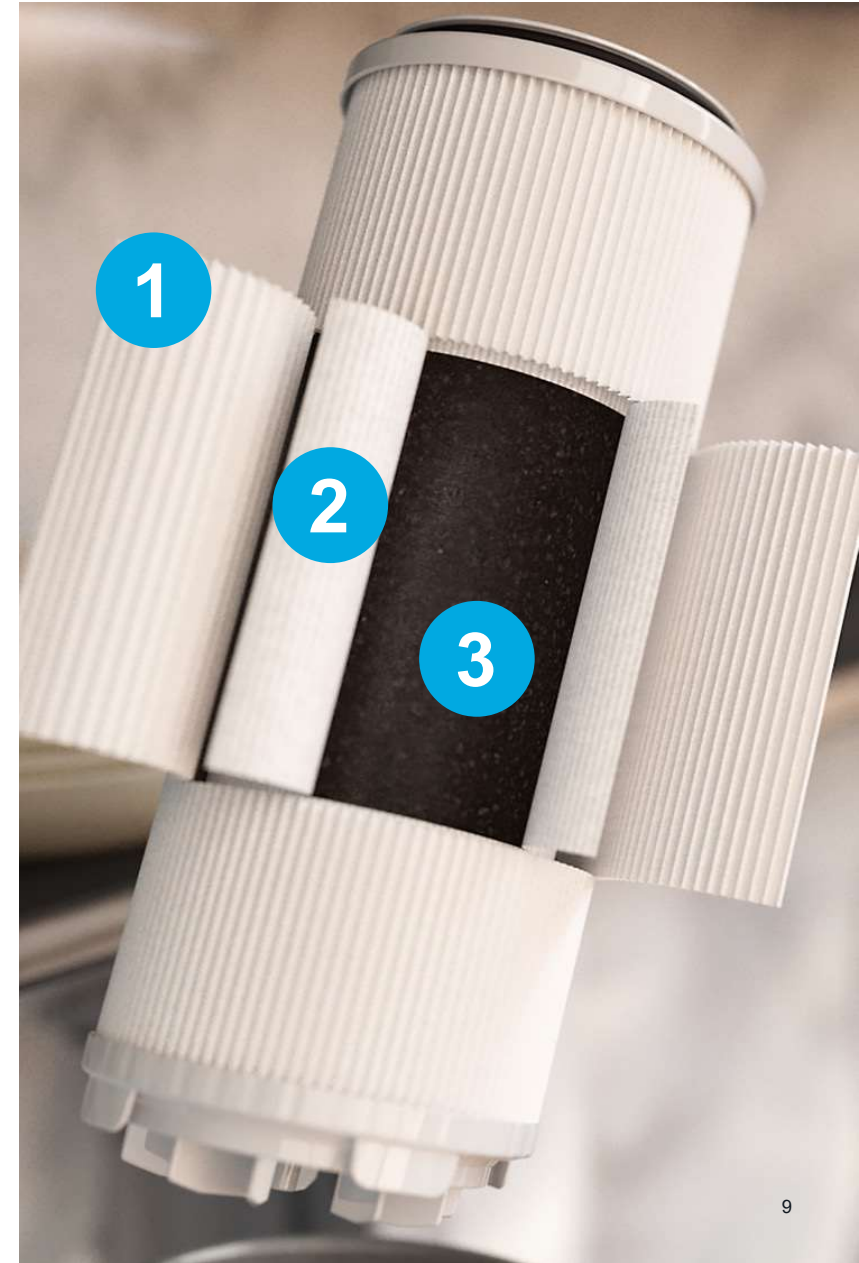
捕獲較大的顆粒 (沉積物、水垢沉澱物、鐵顆粒)

2. 防禦濾網層

捕獲細小顆粒 (微塑膠、石棉及水生病原體 ; 提高水的清澈度)

3. 活性碳阻隔濾心

有效濾除藥物、鉛、汞、揮發性有機化合物(VOCs)、全氟辛酸(PFOA)及全氟辛烷磺酸(PFOS)、殺蟲劑、除草劑等





介紹
新一代eSpring™ 智能淨水器
配備的e3活性炭濾心

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e3 Carbon Filter Video :40 sec
e3活性炭濾心影片：40秒



eSpring

One e3 Carbon Filter **treats up to 5,000L water/year.***
That's **equal to 10,000 500mL single-use plastic water bottles**
that would otherwise end up discarded!

每個e3活性碳濾心**每年可過濾5,000公升水。***
相當於10,000個500毫升的
一次性膠樽！

*Actual filter life depends on water quality and usage.
實際的濾心壽命取決於水質和使用情況。

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The New eSpring™ Water Purifier uses **UV-C LED technology** to effectively destroy:*

新一代eSpring™智能淨水器採用**UV-C 紫外線LED燈技術**，有效殺滅：*

- Bacteria by up to 99.9999%
- Viruses by up to 99.99%
- Cysts by up to 99.9%
- 99.9999% 細菌
- 99.99% 病毒
- 99.9% 囊胞菌

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eSpring™智能淨水器的設計僅適用於當地公共衛生機構認為可以安全飲用的飲用水。

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UV-C LED Technology

UV-C 紫外線LED燈技術

eSpring™ scientists helped pioneer UV-C LED technology for the New eSpring™ Water Purifier.

eSpring™ 科學家創新研發，將UV-C 紫外線LED燈技術引進 eSpring™ 智能淨水器。

What's new:

- + UV-C LEDs turn on instantly, and use multiple laser beams to attack harmful microorganisms
- + UV-C LEDs are sustainable and last up to 10 years with no annual UV lamp disposal
- + UV lamps are being phased out; UV-C LEDs are the future of home water treatment

全新功能:

- + UV-C 紫外線LED燈立即亮起，並使用多束激光攻擊有害微生物
- + UV-C 紫外線LED燈的耐用壽命長達10年，而且無需每年更換紫外光燈管
- + 紫外光燈管正逐步被淘汰，UV-C 紫外線LED燈是家用淨水器的未來

*The eSpring™ Water Purifier is designed only for use with potable water deemed safe to drink by local public health authorities. eSpring™ 智能淨水器的設計僅適用於當地公共衛生機構認為可以安全飲用的飲用水。

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新一代eSpring™智能淨水器
採用創新的 UV-C 紫外線 LED 燈技術

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UV-C Technology Video :40 sec
UV-C 紫外線LED燈技術影片：40秒



Amway is the **first company** to have a water treatment system with **UV-C LED technology** certified by NSF to NSF/ANSI Standard 55 for Class B microbial reduction.

We have certifications in **NSF/ANSI Standards 42, 53, 55 and 401.**

安利是**首家**獲得NSF認證的採用**UV-C**紫外線**LED**燈淨水器的公司，符合NSF/ANSI第55項B類**殺菌**標準。

通過**NSF/ANSI第42、53、55及401**項認證

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Amway earned the **Water Quality Association** Gold Seal for superb consumer water treatment products.

憑藉卓越的消費者淨水處理產品，榮獲**美國水質協會**金標籤。



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Clearly Better Customer Experience 更佳用戶體驗

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Easy Filter Change in 2-1-0!

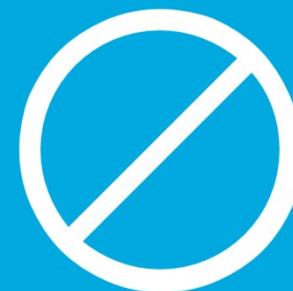
2-1-0 步驟輕鬆更換濾心



2 minutes
to change
2 分鐘更換濾心



1 filter change
per year*
1 次 / 年*



0 tools required
無需使用任何工具

*Based on average annual use for a family of six. Actual filter life depends on water quality and usage.
以一個六口之家的年度平均用水量計算。實際的濾心壽命取決於水質和使用情況。

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eSpring™

有了新一代eSpring™智能淨水器，
更換濾心更方便快捷，
帶來更優質的清純淨水

00:19

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Filter Change Video :52 sec
更換濾心影片：52秒

Sustainably smart 可持續的智慧生活

- UV-C LEDs are designed to last up to 10 years – no annual UV lamp disposal
- The New eSpring™ uses **25% less energy** when actively in use compared to our previous model
- Less wasted water and energy (and no need for single-use plastic water bottles)
- UV-C 紫外線LED燈的耐用壽命長達10年，而且無需每年更換紫外光燈管
- 與舊型號相比，新一代eSpring™智能淨水器在經常使用的狀況下，耗電量減少**25%**
- 減少浪費水及能源（免卻使用一次性膠樽）

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Designed differently 與別不同的設計

- ✓ **Blends in** with any décor
能**融入**不同風格的家居設計
- ✓ User-friendly design takes up **less space**
方便用戶的設計，**佔用較少空間**
- ✓ **Intuitive display** shows filter life,
UV-C LED status and Wi-Fi connection*
簡潔的顯示屏幕，顯示濾心壽命、UV-C紫外線LED燈
狀態及Wi-Fi連接狀態*
- ✓ Versatile design works **above counter or below sink**
多功能設計，**適合檯面式及檯下式安裝**
- ✓ **Multiple tubing**
configurations
升級**膠喉管理設計**



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*Internet connection required.
需要網絡連接。



A dispense option for every home. 為每個家庭提供兩款方案



SKU產品編號 122940

New eSpring™ Water Purifier with Faucet Diverter
配備分流器閥的新一代eSpring™智能淨水器



SKU產品編號 125627Z

New eSpring™ Auxiliary Faucet Kit
鵝頸水龍頭套裝

Clearly Better Connection: New Amway Healthy Home App 更佳的連接方案： 全新安利健康家居應用程式



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New Amway Healthy Home App* 全新安利健康家居應用程式*

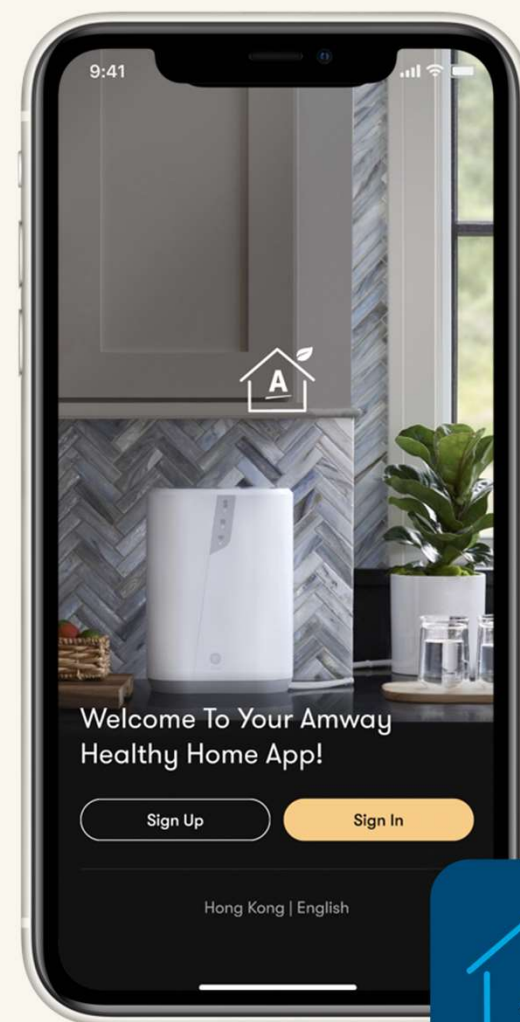
Monitor your New eSpring™ and all your Amway devices, from anywhere!

隨時隨地監控您的新一代eSpring™智能淨水器及其他安利家居裝置

- Get usage stats and filter change alerts
- Enjoy one-click filter ordering
- See product updates, automated software updates and how-to videos
- 獲取用水量數據及濾心更換提醒
- 一按即可訂購新濾心
- 獲得產品資料、自動軟件更新及使用方法影片

*Internet connection required.
需要網絡連接。

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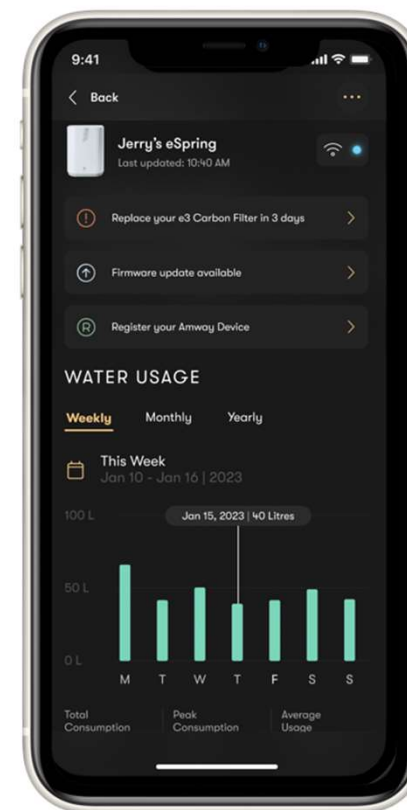
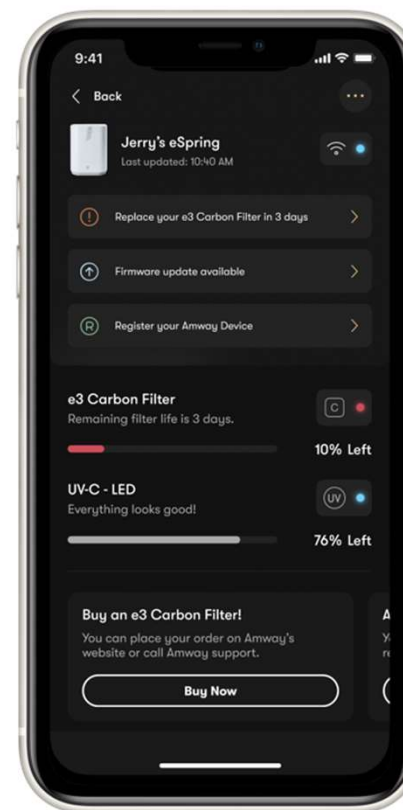


App are ready in HK Apple store and HKGoogle store
應用程式可於香港Apple store及香港Google store下載



Convenient and Connected 保持連接更方便

- Order filters directly from the app
- Monitor home air and water quality, from anywhere
- Get automated software updates
- Register your Amway devices
- 直接從應用程式中訂購濾心
- 隨時隨地監測水和空氣的使用
- 獲得自動軟件更新
- 為安利家居裝置登記保養服務



*Internet connection required.
需要網絡連接。

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Easy Product Registration

登記保養更簡單

- Use the Amway Healthy Home app to register your eSpring™ Water Purifier and activate your warranty.

使用安利健康家居應用程式為您的
eSpring™ 智能淨水器登記保養服務

The New eSpring™ Water Purifier: Competitive Advantages

新一代eSpring™智能淨水器： 競爭優勢



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Clearly Better Upgrades 升級功能



NEW!
新!

	Current model 舊型號	New eSpring™ 新一代eSpring™
Contaminants 可濾除總污染物	160+	170+
Pharmaceuticals 藥物	9	19
Filter change 更換濾心	>5 minutes More complicated >5分鐘 步驟更複雜	2 minutes Super easy 2分鐘 非常簡單
e3 Carbon filter life e3 活性炭濾心壽命	5,000L/1 year 5,000公升/年	5,000L/1 year 5,000公升/年
UV life 紫外光燈壽命	UV lamp = 1 year 紫外光燈管 = 1年	UV-C LED = up to 10 years UV-C紫外線LED燈 = 長達10年
Warranty 保養	3 years 3年	Up to 5-year limited 長達5年

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Comparing the New eSpring™ Against the Competition

新一代eSpring™智能淨水器與他牌產品比較

The New eSpring Water Purifier stands out among other home water treatment systems. From performance to efficiency, sustainability and taste, it checks all the boxes!

新一代eSpring™智能淨水器出類拔萃，不論是表現、效能、可持續性還是水的味道，均比他牌同類型產品優勝！



eSpring™:

- ✓ Reduces wide range of 170+ contaminants
- ✓ Efficient, eco-friendly design
- ✓ Convenient access to water right from the tap
- ✓ Clean, great-tasting water
- ✓ 濾除170多種污染物
- ✓ 高效、環保的設計
- ✓ 打開水龍頭，即可享用淨水
- ✓ 潔淨、美味的飲用水

The competition其他過濾方法:

Reverse Osmosis逆滲透法 • Faucet Mount Filter水龍頭安裝過濾器 • Bottled Water樽裝水

- ✗ Reverse osmosis wastes more water AND reduce beneficial minerals
- ✗ Faucet mount filters can be slow and inconvenient and may reduce fewer contaminants
- ✗ Bottled water is usually sold in single-use plastic bottles that may end up discarded
- ✗ 逆滲透法浪費更多水並減少水中的有益礦物質
- ✗ 水龍頭安裝過濾器的出水會較慢且不便，能過濾的污染物可能更少
- ✗ 樽裝水只供一次性使用，用完只能棄置

Source資料來源: https://www.amway.com/en_US/espring/technology-comparison

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For Current + New Customers - eSpring™ gives you Clearly Better water 現有顧客及新顧客同樣適合 - eSpring™為您帶來更優質的清純淨水

With **current** customers
現有顧客

THEY'LL LOVE 他們會愛上：

- Amway legacy, warranty, expertise and leadership
- Reduces more contaminants
- Sleeker, smarter design
- Easier filter replacement
- Up to 5-year limited warranty for replacement or service
- 安利的傳奇、保證、專業和領導力
- 濾除更多污染物的能力
- 更時尚、更智能的設計
- 更簡單的濾心更換步驟
- 長達5年的保養服務

New customers who are **health and wellness conscious**
追求健康生活的新顧客

THEY'LL LOVE 他們會愛上：

- More contaminants reduced
- Third-party validation
- Convenience over bottled water
- Sustainable design
- 濾除更多污染物的能力
- 第三方認證
- 比樽裝水更方便
- 可持續的設計

The New eSpring™
Water Purifier

It's Clearly Better!

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eSpring™ 智能淨水器
帶來更優質的清純淨水！



eSpring™