

Pitch Assignment

Subject Line: Saving the Planet (and Your Health) with LifeStraw.

Dear Ms. Gomez,

Americans purchase about 50 billion plastic water bottles per year. Plastic is one of the most challenging resources to break down, and with a decrease in recycling, a significant amount of plastic ends up in our lakes and oceans. With the approach of Earth Day and National Public Health Week, LifeStraw products would be great additions to your consumer products column in Women's Health magazine. Your readers would enjoy learning about sustainable products contributing to their health and safety. What's more impressive is each purchase helps provide safe water to needy children.

Every purchase of a LifeStraw product contributes to our Give Back Program, which supplies safe water to school children in Kenya, made possible by our LifeStraw Community Purifier. Since the program began, the Give Back Program has provided 14,860 water filters to communities and has helped 6,096,729 kids receive safe water. Each purchase has an impact, and we're not a one-size-fits-all company. All LifeStraw products fit various scenarios and needs.

LifeStraw creates beautiful, simple water-filtering products that offer a healthy alternative for every situation. Whether hiking in the wilderness, thirsty after an intense gym session, or looking for ways to improve tap water, LifeStraw has a product for you. Two product lines your readers would want to know about are LifeStraw Go and LifeStraw Home.

LifeStraw Go is a water filtering bottle that protects against bacteria, microplastics, chlorine, organic chemical matter, dirt, sand, and cloudiness while improving taste and eliminating the need to purchase single-use plastic bottles. The membrane microfilter successfully removes bacteria, parasites, and microplastics from up to 1000 gallons of water. The activated carbon filter reduces foul odors, chlorine, and chemicals such as pesticides by up to 26 gallons. LifeStraw Go is available as a traditional water bottle or stainless steel. It is BPA-free and dishwasher-safe for your active, on-the-go subscribers. Equipped with a carabiner, LifeStraw Go is a perfect companion at the gym, on a hike, or wherever your active readers visit. If you run out of water, fill the bottle with water from a pond or lake, and rest assured, you're protected from harmful bacteria.

For the health-conscious readers of Women's Health, our 10-cup pitcher or LifeStraw Home Dispenser will improve the taste of tap water while removing bacteria and microplastics. The home dispenser also reduces lead, mercury, and chemicals while retaining essential minerals like magnesium and potassium that are good for your health. Our home line is designed to offset single-use plastic bottle usage and provide families with safe, good-tasting water. The membrane microfilter in the home dispenser filters 264 gallons, while the activated carbon+ ion exchange filter lasts 40 gallons before replacement.

LifeStraw is a company built with a purpose in mind. We strive to provide reusable products that provide clean water to consumers and contribute to the world's sustainability. Using a LifeStraw product eliminates the need for single-use plastic products that pollute the planet and destroy our ecosystem. We are advocates, humanitarians, and a Climate Neutral Certified brand that promotes responsibility, humanity, and, above all else, action. LifeStraw is a proud member of organizations making a change, such as the Conservation Alliance and the Outdoor Industry Plastic Impact Alliance.

If you want to try LifeStraw out yourself, I'm happy to send a promotional package. The included products will show you how LifeStraw Go and LifeStraw Home products can easily fit into everyday life.

Below, I've also included some resource links to our testing and current plastic usage statistics. Please feel free to use any of the pictures provided below. Sincerely,

LaQuita Brown

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LifeStraw

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Product Pictures

FILTERS

LEAD + HEAVY METALS
BACTERIA + PARASITES
PFAS
CHEMICALS
MICROPLASTICS
IMPROVES TASTE



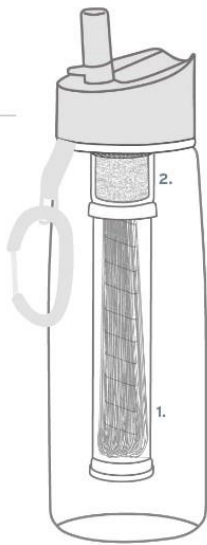
FILTERS

1. Membrane microfilter

Removes bacteria (E. coli)
Removes parasites
(Giardia, Cryptosporidium)
Removes microplastics
Filters 1,000 gal (4,000 L)

2. Activated carbon filter

Reduces chlorine
Reduces bad odor +
improves taste
Reduces chemicals
(pesticides, herbicides)
Filters 26 gal (100 L)



Resources:

<https://lifestraw.com/pages/how-we-take-action>

<https://lifestraw.com/pages/our-give-back-program>

<https://lifestraw.com/pages/testing>

<https://lifestraw.com/collections/lifestraw-home>

<https://lifestraw.com/collections/lifestraw-water-filter-bottles>

<https://www.earthday.org/fact-sheet-single-use-plastics/>

<https://www.grandviewresearch.com/industry-analysis/reusable-water-bottle-market>

<https://www.reuters.com/graphics/ENVIRONMENT-PLASTIC/0100B275155/index.html>

<https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/national-overview-facts-and-figures-materials>

Upcoming National Days to consider:

Earth Day – Saturday, April 22, 2023.

National Public Health Week 2023- April 3 – 9, 2023

National Travel and Tourism week – May 7- 13, 2023