

SMARTER PACKAGING

Dazzle's packaging was created with you in mind, helping to simplify the shopping experience. Clear front panel benefit statements, colour coding and organization into product categories making product selection a snap. And, once you're at home, the Dazzle Quick Steps approach to label directions lets you know the essentials at a glance: why, when, how much and how to add a certain product. Now that's progress!

Dazzle is the first company to strive to lower their carbon footprint by filling bottles and pails to the maximum allowable—reducing packaging and unnecessary transportation. You'll see this change immediately in Dazzle's hot tub line and the pool products will follow soon!



A BRAND THAT'S SIMPLY BETTER. THAT'S THE DAZZLE DIFFERENCE.

We're dedicated to finding greener ways to put the Dazzle in your pool or hot tub. We invite you to join us on this journey as we continue to bring you the latest innovations in eco-friendly water care and a brand that's simply better for you, better for your water, better for the Earth and better for the world. That's the Dazzle Difference.

DAZZLE™

www.dazzlewatercare.com

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CONTACT US

[DEALER NAME/LOGO]

DEALER CONTACT INFO]



THE DAZZLE™ DIFFERENCE

A FRESH APPROACH TO POOL AND HOT TUB CARE

We are proud to offer you Dazzle, a brand of pool and hot tub care products that shares our belief that Man and Mother Nature really can coexist. Naturally. As the first complete line of eco-friendly, easy-to-use pool and hot tub care products in North America, there's simply no greener way to care for your pool or hot tub. Now we can provide you with effective solutions that work with Mother Nature, not against her — so you can keep the sparkle in your pool or hot tub and feel good about the difference you're making!

INSPIRED BY NATURE

We brought in the line of Dazzle Pool and Hot Tub Care Products because they share our passion for a more natural approach to pool and hot tub care. Like us, their inspiration comes from nature. They are passionate believers in biomimicry; which means that wherever possible, they design formulas with natural components and they learn from nature's processes. Our shared product development philosophy is simple: Nature should be our Model, our Measure, our Mentor.





WORLDWIDE LEADERSHIP IN ECO-FRIENDLY WATER CARE

We are excited about our role in pioneering eco-chemistry advancement. Dazzle, a Canadian owned and operated company, is the **first pool and hot tub water care company in the world** to design and produce a growing range of high performance products. These products will be available through us and will feature the prestigious EcoLogo Certification.



EcoLogo is North America's most widely recognized and respected certification of environmental leadership. Products that carry this designation must meet or exceed the strict environmental standards for designing and producing products established and monitored by the EcoLogo Certification Program.

Launched by the Canadian federal government in 1988, EcoLogo has grown to serve buyers and sellers of green products throughout the United States and Canada, and around the world. In fact, EcoLogo is North America's oldest environmental standard and certification organization (and the second oldest in the world). It is the only North American standard approved by the Global Ecolabeling Network as meeting the international ISO 14024 standard for environmental labels.

BUT, WE'RE ABOUT MORE THAN JUST GREENER PRODUCTS

We are proud of our passion to bring more responsible chemistry to pool and hot tub water care...but that's just one dimension of who we are, what we believe, and what we offer you.

For us, it's about helping you find **simply better** solutions to gently care for your swimming pool and hot tub water without creating unnecessary havoc to the environment. And, we strongly believe that greener chemistry should never come at the expense of exceptional product performance. Every Dazzle product and recommendation is backed with a performance guarantee, so you know it will work or we will make it right. Wherever possible, any new products we offer to our customers must meet the following criteria:

DAZZLE'S PRODUCT INNOVATION PRIORITIES

1. More effective than traditional products
2. More natural components that biodegrade
3. Less chemistry (i.e. Less "Heat it, Treat it, Beat It")
4. Less chemistry by-products
5. Reduced water discharge risk and hassle

INSPIRED BY NATURE.

WE BELIEVE THAT A MORE NATURAL APPROACH TO POOL AND HOT TUB CARE IS POSSIBLE.

Petrochemical Synthesis (Traditional Water Care) vs. Biomimetic Synthesis (Dazzle Water Care)

NATURE IS OUR MODEL.

Biomimicry product development is a new science that studies nature's models or takes inspiration from nature's designs and processes.

NATURE IS OUR MEASURE.

Nature's ecological standards are used to judge the "rightness" of our product innovations. Nature has learned: What works. What is appropriate. What lasts.

NATURE IS OUR MENTOR.

We've learned that in most cases, more natural solutions are not only MORE EFFECTIVE – they are less damaging to bathers and the environment.



It's also important to have knowledgeable, friendly staff to talk to. Our retail and service staff are the most advanced in their technical knowledge and are expertly trained to make the right recommendation at the right time, in a way that's easiest to understand. Complemented with the best computerized water analysis program available and expert back-up support staff at Dazzle, you can rest assured that you'll be in the very best hands—guaranteed!

BETTER FOR YOU

Dazzle's fusion of more natural chemistries with more effective water care solutions make it the ideal way to care for your pool or hot tub water. You can feel better about treating your pool or hot tub water with products that are less toxic to bathers, minimize exposure to by-products and have fewer chemical odours and effects.

BETTER FOR YOUR WATER

Dazzle is designed to deliver water quality that goes beyond just clear or sparkling. With the advanced synergistic technology that goes into producing Dazzle products, you can expect safe, more comfortable, algae-free and of course, **dazzling** water.

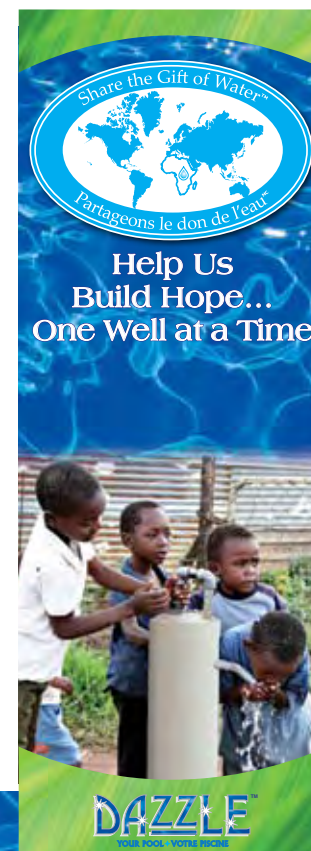
BETTER FOR THE EARTH

Modern chemistry allows us to develop an effective water care offering that not only results in dazzling water and a better bathing experience—it does so with the least amount of impact on the environment. All of Dazzle's products are 100 % phosphate free and many feature biodegradable formulations.

BETTER FOR THE WORLD

For many around the world, potable water remains an elusive and unreliable resource that holds far more value than any rare gem or precious metal. That glaring disparity between the millions who enjoy this convenience, and the many more millions who do not, prompted us to work with Dazzle to introduce the "Share the Gift of Water Program" in partnership with other Dazzle Retailers and Rotary's Water and Sanitation Action Group.

Dazzle donates a percentage of sales from every pool and hot tub product toward helping to raise funds needed to provide African communities with a clean, renewable source of fresh drinking water by building and drilling wells in small villages that are in need.



DAZZLE
Pool Care • Hot Tub Care