



Free Report: How To Eliminate The Hassles Of Taking Care Of Your Pool!

My name is Jim Goodwin. I'm a pool owner just like you. I want to introduce you to an incredible machine called "The Chlorine Geni."

It's an ingenious little machine that keeps your pool water perfectly balanced and sparkling clean for you using ordinary rock salt, water and about 10¢ worth of electricity a day!

It automatically makes and maintains the proper chlorine level, allows you to control the pH level and it will even "chlorine shock" your pool whenever you want.

There's literally nothing else like it on the market.

You see, after years of having to buy, store and handle messy, dangerous pool chemicals, I knew there had to be a better way to maintain a pool. So I set out to find it... and after nearly 8 months of researching, reading hundreds of pages of information, spending dozens of hours speaking to experts, and learning everything there is to know about pool chemistry, that's when I discovered the Chlorine Geni.

I like the product so much that I ended up buying exclusive distribution rights! I'll tell you more about that in a minute, but first...

Here's a quick little lesson in pool purification...

Chlorine is a greenish-yellow gas and has an irritating odor and in large concentration is very, very dangerous. It was the first substance used as a poison gas in World War I (1914-1919). Chlorine was first discovered in the 16th century and today it's one the most produced chemicals in the United States. It has a broad range of uses including sanitizing, bleaching and is used in the production of plastics and related products. And of course, it's used to keep pool water clean, clear and free of microorganisms.

Most chlorine is produced by the electrolysis of ordinary salt water.

By dissolving ordinary salt in water, and then passing electricity through the salt water, the salt ions separate into Cl_2 (Chlorine) and 2NaOH (Sodium Hydroxide) and H_2 (Hydrogen), and the chlorine ions combine to make chlorine.

How chlorine sanitizes and keeps your pool water clean...

Chlorine is used to keep swimming pools and Jacuzzis free of bacteria that can be hazardous to humans.

Chlorine kills bacteria through a fairly simple chemical reaction. The chlorine breaks down into many different chemicals, including hypochlorous acid (HOCl) and hypochlorite ion (OCl^-). Both kill microorganisms and bacteria by attacking the lipids in the cell walls and destroying the enzymes and structures inside the cell, rendering them oxidized and harmless.

The difference between HOCl and OCl^- is the speed at which they oxidize. Hypochlorous acid is able to oxidize the organisms in several seconds, while the hypochlorite ion may take up to 30 minutes.

Even after hundreds of years, chlorine is still the best pool sanitizer available.

The truth about the "off the shelf" chlorine available in stores...

Chlorine in its natural state is a gas. So, in order for commercial companies to package it for sale and give it "shelf life" they must add "fillers and binders", caustic additives like lye, cyanuric acid, chalk, and other compounds to allow for shipping and storage. But these additives create a new set of problems... they can cause red, irritated, stinging eyes, irritate mucous membranes, and make your skin dry and itchy. They can also turn your hair green, and fade your swimsuits and towels.

And these fillers and binders do something else -- they actually pollute your pool water!

You see, when you add these fillers and binders to your pool, your filtering equipment has to work overtime to get those fillers and binders back out of your pool water! And that's the main reason the typical pool needs to be filtered for 6 to 8 hours per day. (In a minute I'll share a secret that will enable you to cut your filtering time by as much as half so you can save a bundle on your electric bill, and double, or even triple the life of your pool equipment!) But first let me tell you about...

The common types of chlorine available today, and the problems they create...

As I mentioned earlier, in its natural state chlorine is a gas. In gas form the percentage of available chlorine to sanitize your pool is 100%. However, chlorine gas is extremely dangerous and its use is highly restricted.

Today there are 3 types of chlorine for use in your pool. I'll go over each one by one...

1) Liquid chlorine:

Liquid chlorine is called Sodium Hypochlorite. It's the yellow liquid sold by the gallon, and looks like a bargain, until you discover what's inside. First of all, it's only 10 to 15% available chlorine -- not very much. And if its been sitting on the shelf a few weeks, the available chlorine can drop to only 8%.

Another problem is liquid chlorine has a very high pH level of 13. Which means you'll need to add muriatic acid to counteract it's pH boosting affect. (The ideal pH for your pool is 7.2 to 7.4) Liquid chlorine also poses health risks. For example, if it comes in contact with water too quickly (like when you're pouring it into your pool) it instantly creates dangerous hypochlorous acid fumes. Breathing in these fumes can damage your lungs, knock you out cold, and can even be fatal.

Liquid chlorine is also extremely corrosive to just about everything it comes in contact -- including your skin. It can cause burns to your skin, burn holes through your clothes and shoes, and etch and discolor pool surfaces, concrete and your decking. Once you've accidentally splashed some liquid chlorine onto your deck, you'll see what I mean... the discolorations are permanent and look terrible.

Storing liquid chlorine can be dangerous. Containers can leak and fumes can escape posing major health risks, especially when storing containers in a warm garage.

There's no doubt about it, liquid chlorine is a hazardous product. You must use great care if handling and storing this chemical. Always wear protective gear. Eye protection and rubber gloves at a minimum. And be especially careful not to breathe in chlorine gas when opening a container of liquid chlorine.

Overall rating of liquid chlorine: POOR

2) Tablet chlorine:

Trichlor is the tablet form of chlorine. It's a stabilized form of chlorine. (Trichlor is short for Trichlor-s-triazinetriene. Don't ask me the correct way to pronounce that one! ;-)) They called it "stabilized" because it's pressed into a tablet along with cyanuric acid. (The acid lowers the pH) Most tablets have about 90% chlorine available, however they have a low pH of just 3 due to all the fillers and binders necessary to make them into a slow dissolving tablet. (Again 7.2 to 7.4 pH is optimum for your pool.) So using tablets can lower your pH levels making more work for you by requiring you to add a base like soda ash to bring your pH back up.

Also, the tablets should not be thrown into the pool because they can stain, etch and even bleach your pool surface. And they should not be placed in the skimmer because of the corrosive nature of the chemical contacting metal pipes and equipment. Doing this can strip out the copper inside your heater, basically rendering your heater useless and forcing you to replace it.

Another problem with tablets is they require a floating dispenser, which means you'll have to be continually checking and reloading it. And unfortunately the floater is unsightly and always seems to end up in the skimmer -- the exact place where they end up doing damage to your equipment!

They also tend to stay at the water's edge where the chlorine can stain, bleach and damage your pool's surface.

Overall rating of tablet chlorine: POOR

3) Granular chlorine:

Granular comes in 3 forms, Dichlor, Lithium Hypochlorite and Calcium Hypochlorite. Dichlor has a very acceptable pH of 7 and dissolves quickly, however pound per pound at only 62% chlorine available, its main drawback is cost. It's the most

expensive form of chlorine you can buy.

Lithium Hypochlorite, like dichlor, is very expensive. And at only 35% available chlorine, you need almost 3 pounds of it to equal 1 pound of Trichlor. It also has a high pH of 11, which again means you'll have to add muriatic acid to counteract the pH effect.

Calcium Hypochlorite, is usually sold in granular form, but is also available in tablet form. It has available chlorine of 65% and is popular for regular chlorination due to its availability and low cost. The powdered versions are used for shock treatments because it dissolves rapidly and has a quick kill rate against algae. However, Calcium Hypochlorite creates new problems. First, it has a high pH level of 12 (which again means you'll have to add muriatic acid to counteract the pH effect).

Secondly, because of its calcium binders it contributes to higher water hardness levels (that's bad), which can cause hard to clean calcium deposits in and around your pool surfaces. And lastly, Calcium Hypochlorite is more unstable and dangerous than other forms of chlorine because it's dustier and can become contaminated easily by foreign substances, which may cause combustion. (Fire) Great care must be taken using and storing it. Keep the lid clean and closed tightly, and never breathe the dust.

Overall rating of granular chlorine: POOR

(Just so we're clear, chlorine in a solution of water at levels in pools is of no danger to swimmers according to the available research of more than 30 years.)

Now, that's the bad news, but here's the good news...

The Chlorine Geni eliminates all those problems and more!

When you have a Chlorine Geni, you won't have to buy, handle or store chlorine anymore. No more health risks because you'll eliminate your exposure to (and potential injuries from) dangerous pool chemicals.

And with all the other health risks today, why risk damaging your health, or the health of your loved ones, by handling and storing dangerous chemicals when you don't have to? I'm sure we can both agree that risking a major health problem 10 or 15 years down the road from exposure to chlorine fumes and dust is not a good idea.

And now you don't have to take the risk, because the Chlorine Geni makes high-grade

chlorine from inexpensive rock salt, and then feeds it directly into your pool for you -- automatically. It's the quickest, easiest and hassle-free way to keep your pool sparkling clean.

What's more, you won't have to buy off the shelf chlorine anymore and you'll be able to cut your filter time down to as little as 2 to 3 hours a day. These things can save you as much as \$600 a year for the next 20+ years!

Think about it, the reason you wanted a pool in the first place was to be able to relax and have more fun! Not create more work for yourself!

Now, here's how the Chlorine Geni works...

The Chlorine Geni consists of 2 parts, the tank and the controller. It can be installed at any time -- during your pools construction or after. (Having it installed during the construction of your pool will save you hundreds of dollars.)

The Chlorine Geni has a tank that holds 100 pounds of ordinary, inexpensive rock salt that's available at Home Depot, Lowes, True Value, Wall Mart and hundreds of other places. You simply fill the tank with salt and your Chlorine Factory does the rest **AUTOMATICALLY!**

It will transform the salt into chlorine and distribute the chlorine into your pool automatically so you don't have to think about it or lift a finger. Plus, the high-grade chlorine produced by the Chlorine Geni has 100% available chlorine with a perfect pH level of 7.2 to 7.4.

You never see, touch, handle or smell the chlorine. No more having to buy, transport, handle or store dangerous chemicals again! You get daily chlorination, totally hands off, so your pool water stays perfectly balanced and sparkling clean. Nothing could be easier.

And because the Chlorine Geni produces chlorine with a perfect pH level, that means it won't throw your pH levels out of balance like off the shelf chlorine can. And that's good because it means your chlorine's cleaning effectiveness will be greatly enhanced.

Listen, I've been in the pool industry for 14 years. I've examined, owned or tested nearly every "system" out there and there simply isn't a better, hands off way to keep your pool water perfectly balanced and sparkling clean, while at the same time eliminating your exposure to dangerous chemicals. And don't forget the annual cash savings of up to \$600 a year every year for next 20+ years!

Listen, if you want a beautiful, sparkling clean pool without the typical headaches and hassles, if you want to protect your health and the health of your loved ones.

If you want to save yourself as much as \$1,200 a year in your pocket every year for next 20+ years, then you need a Chlorine Geni on your pool.

Here's just a partial list of the benefits you'll enjoy with your Chlorine Factory:

- * Creates 100% available chlorine automatically so your pool stays crystal clear and clean 365 days a year!
- * A Proven Patented Technology Used For 17 Years
- * Easily Attaches To New And Existing Pool Equipment With No Additional Pumps Or Timers
- * Automatically, Naturally and Safely Purifies Your Pool And Spa Water
- * Works Independently Of Filter Equipment (Other systems require filter to be running.)
- * Makes High Grade Chlorine With 100% Available Chlorine (Other systems produce lesser quality chlorine)
- * Quickly and Easily Controls pH Levels -- Up Or Down (Other systems offer NO pH control)
- * All Salt Goes Into And Stays In Machine So It Doesn't Cause Other Problems With Water Balance (other systems require adding hundreds of pounds of salt to your pool.)
- * Just 10 Minutes A Month For Proper Maintenance (Other systems require many hours per month)
- * Platinum Coated Titanium Cell Construction That's Built To Last 20+ Years (Other systems require costly repairs or rebuilding in 1 to 3 years)
- * Patented Water Filtration Removes Calcium Buildup From The Cell (Other systems have no calcium)

protect and that's what causes them to breakdown in 1 to 3 years or less.)

- * Continually Inhibits And Eliminates Hard Water Deposits At The Water Line

- * Gives You True Savings And Convenience (Other systems give you more headaches than they are worth.)

- * Eliminates The Costs And Hassles Of Buying Chemicals

- * Eliminates Chlorine Smell, Feel And Taste Of Packaged Pool Chlorine Including The Unpleasant Odor!

- * Can Be used In Conjunction With Automatic Vacuuming Systems

- * Free Newsletter With The Latest News And Updates

- * Ends Sore Red Eyes, Dry Skin, Bleached Out Towels And Clothes

And that's just for starters, because you'll also get the following benefits...

- * Saves you money on your electric bill (average is \$40 to \$60 a month) because it allows you to reduce filtering time as much as 50%!

- * Extends the life of your pool equipment as much as twice as long because your equipment runs for half the time! (5 year equipment can now last up to 10 years!)

- * You'll save \$25 to \$50 a month on pool chemicals because you no longer need to buy them!

- * You get a 5 Year Warranty (Other systems only give you 1 to 3 years)

- * The system has been designed and engineered to last for up to 20 years!

- * The entire system can be quickly and easily cleaned in just 10 minutes

a month!

* You get a 6 Month Performance Guarantee (Other systems offer no performance guarantees)

* Guaranteed to significantly enhance your family's swimming enjoyment with balanced, clear sparkling clean water!

By now, you're beginning to realize, there's a lot of great benefits to owning a Chlorine Geni . And you're starting to see that a Chlorine Geni can actually do a lot more than just keep your pool beautiful automatically -- it can also help you recoup the cost of building your pool!

Automatic, hassle-free pool maintenance AND a cash savings every year for the next 20+ years!

Finally, you can enjoy years of swimming without all the headaches and hassles of buying, handling and storing chlorine and other chemicals every week. The automatic operation of a Chlorine Geni ensures more pool fun and virtually eliminates pool work time. No more unhealthy chlorine highs and lows... and let me take a minute to explain why that's important...

A quick lesson on why pH is important...

As the pH level increases, the killing power of your chlorine decreases. And as the pH level decreases, the killing power of your chlorine increases. But, even though a low pH of 6.0, gets you about 95% efficiency out of each pound of chlorine, it makes your water very acidic and corrosive. It will burn eyes and swimmers and ruin your pool surface and equipment.

Now, if your pH level climbs to 8.0 (where most pools using off the shelf chlorine generally climb to) the killing power of your chlorine is decreased by as much as 80%! When this happens microorganisms can take over your pool turning it into an unhealthy and ugly mess that can take as much as a full week to fix.

By the way, the perfect pH for your pool is that of a human teardrop which has a pH of 7.4.

Now, you may have heard about "other" systems that convert salt into chlorine, so let me expose...

The truth about other "salt water systems" on the market...

First off, not all salt systems are equal. Actually, the only similarity between the Chlorine Factory and other systems that convert salt into chlorine, is that they make chlorine from salt. And that's where the similarities end.

Even though I'll probably "tick a few people off" I'm going to reveal "the dirty little secrets" and realities about the salt water systems on the market today. And expose the problems they create for you.

You see, every salt water system on the market today (except the Chlorine Geni) is using 30 old outdated technology.

The Chlorine Geni uses the most advance technology available, a patented technology developed at a cost of nearly 6 million dollars plus many years of research and development! And as you'll soon see, there is no other system that even comes close.

The Chlorine Geni is the only system available that doesn't require you to dump salt into your pool water. And as you'll soon understand, this is VERY IMPORTANT.

All chlorine generation systems (except the Chlorine Geni) require you to put as much as 500 pounds of salt into your pool water, basically turning your pool into a salt water pool which causes all kinds of problems.

First of all, when the chlorine is made from salt, a byproduct of the process is sodium hydroxide. The Chlorine Geni is the only system that does not release the sodium hydroxide into your pool. Because other salt systems actually make the chlorine in the pipes of your filtering system, all of the sodium hydroxide gets dumped right into your pool water!

This is bad, because sodium hydroxide neutralizes the acid in your pool causing your pH to constantly rise. And when your pH is too high, your chlorine can't kill the microorganism and bacteria making your pool unhealthy for swimmers.

So with other chlorine generation systems you'll have to continually be checking your pH levels and adding muriatic acid to counteract the pH increases. The Chlorine Geni doesn't create this problem because the chlorine is made inside the Chlorine Geni machine, not in the filtering pipes, so the sodium hydroxide is NOT released into your pool, unless you tell the Chlorine Geni to release it. (This allows you to control your pH

whenever you want to.)

Secondly, when you dump hundreds of pounds of salt into your pool, it can create salt deposits in and around your pool surface and equipment, which means extra cleaning for you and potential damage to your equipment.

What makes the Chlorine Geni so unique?

The Chlorine Factory uses a "patented process" that's engineered the way that the big chlorine manufacturers make chlorine from salt. That should tell you a lot. The old technology used by the "Johnny Come Lately" systems that turn salt into chlorine don't use this system because they can't, the Chlorine Geni system is protected by a United States patent!

Please don't be fooled by claims the other salt systems make about saving you time and money, they won't. I've tried them, tested them and ripped them apart to analyze what's inside... and the bottom line is they breakdown very quickly costing you hundreds and hundreds of dollars in repair bills.

The main reasons the other salt systems breakdown so rapidly are #1) they use low quality electrodes that begin to fail as soon as calcium builds up on them, and #2) they have no calcium protection system.

You see, most water has calcium in it and if you don't remove that calcium before the water goes through the electrolysis process required to make chlorine, then the calcium in the water will grab onto the electrodes covering the electrode with a "calcium crust".

As the electrodes become covered in more and more calcium crust, their ability to make chlorine from the salt water is reduced more and more. Forcing you to run the system longer and longer and longer to produce the amount of chlorine you need to purify your pool water.

This will continue until the electrodes are completely covered with calcium crust and simply cannot produce any chlorine at all. Then, the electrode will overheat and breakdown, costing you hundreds of dollars for repairs!

Unfortunately, these low-end salt systems give you little indication when they are about to breakdown, so a costly breakdown is just a matter of time. How long does this process take? Typically it happens in just 1 to 3 years!

The Chlorine Geni uses a patented process (the only system that does) to purify the water and remove calcium (and other pollutants) from the water BEFORE it reaches the electrodes -- the electrodes are totally protected! Plus, the Chlorine Geni uses the longest lasting electrodes available -- Platinum Coated Titanium Electrodes!

The bottom line... the Chlorine Geni is built to last for 20 years!

Let's quickly summarize the benefits of owning a Chlorine Geni:

- * Automatically keeps your pool crystal clear and purified without lifting a finger!
- * Automatically makes chlorine and controls your pH!
- * Can shock your pool whenever you want!
- * Uses the highest quality components making it hassle free for up to 20 years!
- * Reduces and eliminates red eyes, smelly chlorine, green hair and faded bathing suits and towels!
- * Makes caring for your pool 10 times easier!
- * Greatly enhances your swimming enjoyment!

By now, you're starting to feel a sense of calm coming over you as you realize you can enjoy years of swimming in a beautiful, sparkling clean pool without the typical headaches and hassles.

You're starting to feel good about knowing you can protect your health and the health of your loved ones, while knowing you can save yourself as much as \$1,200 a year for next 20+ years.

Automation is the key. The automatic operation of a Chlorine Geni ensures more pool fun and virtually eliminates pool work time.

It's your turn to join the 9,893 people who are already enjoying autopilot pool care! Owning a Chlorine Geni will be the best investment you make in your pool -- what could be easier than automatic pool care?

The Chlorine Geni will free up your time while keeping your pool properly

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balanced so you can do other, more important things... like swimming and lounging by the pool!

One last thing, it's important. You won't find the Chlorine Geni being offered anywhere else because we own the company. You can buy direct from us, with no middleman fees! Plus, for limited time, you can have your Chlorine Geni installed and take up to 48 months to pay!

Well, there you have it. Now you know more than 99.9% of all pool owners (and most pool contractors) will ever know about pool purification and care.

A Thank You and an Invitation...

I hope you found this report to be informative and I hope it helps you get more enjoyment from your pool.

I invite you to pick up the phone and

Call today for a No Cost, No Obligation Chlorine Factory estimate.

And when you do, you'll get a complimentary Customized Pool Maintenance Plan that will give you a step-by-step plan for keeping your pool looking great all year!

You'll have a handy pool plan that you can hang in your garage, or inside a cabinet, for easy reference and reminders on what to do and when to keep your pool looking great.

We'll check all your equipment and pool surfaces for proper operation to verify that you are not wasting electricity due to faulty equipment. We also share information about utility company rebates and incentives that are available exclusively to pool owners so you can be sure to take advantage of what you're entitled to. It's based on a complete analysis of your pool based on size, shape, depth, equipment, filter type and size, amount of sun exposure and other factors.

This is a \$100 value, but it's yours absolutely free of charge when you call and schedule your no cost Chlorine Geni estimate within the next 14 days.

So pick up the phone and call today.

It's important that you call today, because installing your Chlorine Geni during the construction of your pool will save you hundreds more dollars! And I think we can both

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agree that's a good thing!

Call 800-951-9937 Toll-Free right now while it's fresh on your mind.

It's super easy for you own a Chlorine Factory because we deliver it, install it and can even finance it for you! All it takes is just one phone call for you to join the 9,893 people who are already enjoying autopilot pool care!

So call today at 800-951-9937 and mention that you're calling for a No Cost Chlorine Geni estimate and complimentary Customized Pool Maintenance Plan.

Warmly Yours,

Jim Goodwin, Owner
The Chlorine Factory
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Visalia, CA 93291
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P.S. - The Chlorine Geni can save you as much as \$1,200 a year on electricity and chemicals... it can protect your health and the health of your loved ones by reducing exposure to dangerous pool chemicals... it can double the life of your pool surface and equipment... and give you the peace of mind of knowing that your pool water is balanced, clean and safe to swim in everyday -- automatically! So pick up the phone and schedule your free estimate today. You'll be glad you did. I guarantee it!

So call today at 800-951-9937 and mention that you're calling for a No Cost Chlorine Geni estimate and complimentary Customized Pool Maintenance Plan.