



BETTER BUSINESS BUREAU OF MINNESOTA, INC. • 1745 UNIVERSITY AVENUE • SAINT PAUL, MINN. 55104 • 612/646 4631

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FOR IMMEDIATE RELEASE

The Better Business Bureau of Minnesota issued a consumer alert today warning consumers to beware of questionable claims for magnetic water treatment devices.

Ron Graham, BBB President said one of the devices is sold under the name Bon Aqua for \$89.95 and consists of a magnet encased in a three inch square plastic box. By attaching the device to a water supply pipe, the Bon Aqua is said to create a magnetic field which alters the condition of water passing through the pipe.

The BBB says the Bon Aqua is being sold in Minnesota by a large number of independent distributors whose claims for the device range from "try it and see what happens" to blatant unfounded claims. The Bureau estimates that thousands of the units have been sold in Minnesota during the last several months.

Graham said some distributors have claimed the device will soften water, eliminate water odor, reduce staining, increase sudsing of soap, that it will cause water to boil faster, make ice cubes quicker, reduce chlorine needs in swimming pools, and save energy.

"Actually," Graham said, "there is no concrete scientific proof that the Bon Aqua has any effect on water. The BBB has requested proof from several distributors who say the claims are based on personal testimonials of those who have purchased the device. Distributors say they offer a 90 day money back guarantee, and that most customers have been satisfied with the unit."

The BBB said it has received no complaints from Bon Aqua customers, but, the Bureau believes consumers are entitled to scientific proof for the claims made.

The BBB does not test products and has not evaluated the performance of the Bon Aqua or other magnetic water treatment devices. But reputable firms are expected to voluntarily provide proof of their claims. And until such proof is provided, the BBB said it is asking Bon Aqua distributors to withdraw their claims and consumers to be very, very cautious.

The Better Business Bureau of Minnesota summed up its review of Bon Aqua this way, "either the device represents a significant scientific breakthrough in water treatment, or . . . its promoters are proving that customers who pay \$89.95 for a magnet will fool themselves into believing it really works!"

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