

## *A Revolutionary Home Water Filtration and Purifying System*

*With no plumbing or installation required, Morclēr is the easiest way to positively impact your health, the health of your loved ones, and the health of the environment. Readily available tap water can contain small molecules, heavy metals, bacterial components, foreign and suspended particles, and harmful toxins and contaminants that can have adverse health effects. That's why now, more than ever, there is a universal need for Morclēr's water filtration and purification technology that is ready for use, straight out of the box.*

*Morclēr's unique six-stage water filtration and purifying system combines the power of reverse osmosis with Moringa's cleansing properties to deliver clean, pure water. This patent pending technology substantially reduces virtually all the toxic chemicals in your tap water, including pharmaceuticals. It is so effective it can turn any tap water source into quality, better-than-bottled drinking water. Other filters—like those found in your refrigerator or in gravity-fed systems—are designed to make water taste better (by filtering out chlorine), but not necessarily safer, and can leave behind many of the toxic and harmful contaminants. Morclēr provides great-tasting, pure water the whole family can enjoy—especially in combination with Zija's great products like Core Moringa SmartMix, SuperMix, XM+, Premium and Daily Tea, and Ripstix Hydrate, Ignite, Recover and Fuel.*



### KEY BENEFITS & FEATURES

- Zija is the first company to harness the power of Moringa's cleansing properties in a commercial water filter
- Greatly improves the quality and taste of water
- Raises and lowers the pH of water to a balanced, advantageous drinking water state
- Provides an advanced, six-stage, state-of-the-art, pressurized water filtration and purifying system
- Morclēr has been independently tested and certified by IAPMO according to NSF/ANSI Standard 42, 53, 58, 401 ([www.iapmo.org](http://www.iapmo.org))
- Comes with a one-year limited warranty
- Cost savings efficient (costs less than \$4 per year to operate) and environmentally friendly
- Limits water waste (compared to other RO systems or under the counter installations) with Morclēr's patent pending recirculation RO system
- One-touch water dispensing
- Space saving and compact design
- Quick and easy filter replacements—Morclēr automatically notifies users when each filter needs to be replaced
- Easy and intuitive installation—ready to use in less than 10 minutes



### DID YOU KNOW?

- The seeds of the Moringa oleifera tree have been prized for centuries for their ability to purify water. The ancient Egyptians used crushed Moringa seeds to clarify water—a tradition that has continued on in other cultures today. Purification (removal of heavy metals, bacteria, viruses, and other harmful substances) and clarification (removal of suspended particles that cause the water to be cloudy) are vital steps in the cleansing process of the water we consume. Millions of people lack access to clean water, which puts them at risk of waterborne illness like diarrhea and cholera—a leading cause of death among children under the age of five.
- In addition to its purifying capabilities, Moringa appears to have a balancing, advantageous effect on water pH. Most experts agree that drinking water should ideally be in the range of 6.5–8 pH (not too acidic or too alkaline), something that Morclēr has the ability to supply.
- The average bottled-water-drinking household spends nearly \$60 a month on single-use, environmentally harmful bottles. In total, over 73 billion half-liter bottles of water are consumed in the United States each year! Nearly 80% of these bottles end up in landfills and 1.6 million tons of plastic from bottled water is littered in lakes, streams, and roadways.

- RO filtered water stays better, longer! Morclër water can be left in the filtered tank (with the cover on), at room temperature, for a very long period of time since biological contaminants have been removed.
- Of all the material tested over the years, powder processed from Moringa seeds has shown to be one of the most effective water clarifiers.
- The human body tightly controls fluid pH and strives to maintain a pH between 7.35 and 7.45 for optimum well-being.
- The human body is 75-80% water, with some key organs (brain, lungs, heart, liver, kidneys) near or above 75% water.
- Every cell and organ in the human body depends upon proper hydration to function efficiently.
- As part of the blood, water carries oxygen to the cells and organs.
- Water serves to lubricate and cushion joints, regulate metabolism and body temperature, facilitate waste removal, support cell growth, and reduce the heart's workload.
- Standard fridge and pitcher filters are just that—filters. Morclër not only removes simple chemicals like chlorine, but also purifies your water for a better tasting, pure experience.
- Less than half of all the impurities that can be present in your tap water are regulated. Today, the EPA is monitoring another 300 items and still attempting to study and understand over 6,000 more!
- Morclër can be used with both well, lake, and stream water sources that have been treated and are microbiologically safe. \*Water quality may affect filter life and replacement frequency.

## DIRECTIONS

Follow the provided Morclër owner's manual and quick start guide

## MORCLËR VS. THE COMPETITION

<b>morclër</b> by ❄️ ZIJA	<b>MORCLËR COUNTERTOP PURIFIER</b>	<b>IONIZER</b>	<b>BASIC FRIDGE FILTER</b>	<b>PITCHER FILTER</b>	<b>ADVANCE FRIDGE FILTER</b>	<b>UNDER SINK REVERSE OSMOSIS</b>	<b>FAUCET FILTER</b>
<b>Number of contaminants reduced</b>	<b>78+</b>	0	4	5	24	65	70
<b>Powered by Moringa</b>	💧						
<b>Taste &amp; odor (Chlorine)</b>	💧	💧	💧	💧	💧	💧	💧
<b>IAPMO Certified</b>	💧						
<b>99% lead reduction (average)</b>	💧		💧		💧	💧	💧
<b>Pharmaceuticals</b>	💧		💧		💧	💧	💧
<b>Waterborne parasites</b>	💧				💧	💧	💧
<b>Bacteria</b>	💧				💧	💧	💧
<b>Pesticides</b>	💧				💧	💧	💧
<b>Industrial chemicals</b>	💧				💧	💧	💧
<b>Raises or lowers pH to an advantageous range</b>	💧						
<b>Reduces total dissolved solids (clarification)</b>	💧			💧	💧	💧	💧
<b>Metals</b>	💧	💧		💧	💧	💧	💧
<b>Removes colors</b>	💧						
<b>Easy installation and upkeep</b>	💧	💧	💧	💧	💧		

**CAUTION:** Use only with cool or cold water. The quality of water ran through Morclër may affect filter life and replacement frequency. Use only with municipally treated water. Do not use with water that is microbiologically unsafe or of unknown quality without adequate disinfection before or after system use.

**NOTE:** The Morclër water filter and purifier requires regular replacement of all filters to operate properly. The Pre-Carbon/Moringa filter needs to be changed every 28 days, the VOC filter every 12 months or 600 gallons (whichever comes first), and the reverse osmosis membrane needs to be replaced every 2 years or 1200 gallons (whichever comes first). Tanks are not dishwasher safe, hand wash only.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Unit SKU#103529 | Whsl. 499.00 | Retail \$599.00 | PV: 250  
 Moringa Filter SKU#103530 | Whsl. \$39.95 | Retail \$53.00 | PV: 16  
 RO Filter SKU#103532 | Whsl. 49.00 | Retail \$65.00 | PV: 10  
 VOC Filter SKU#103531 | Whsl. \$ 29.00 | Retail \$39.00 | PV: 10  
 Clean/Filtered Water Tank SKU#103547 | Whsl. \$ 49.00 | Retail \$65.00 | PV: 10  
 Tap Water Tank SKU#103546 | Whsl. \$ 39.00 | Retail \$52.00 | PV: 10

# Performance Data Brochure



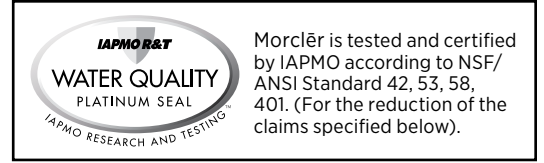
Product: Morcler Model 103529 / Use Guidelines:

The Morcler water purifier requires regular replacement of all filters to operate properly. The Pre-Carbon/Moringa Filter needs to be changed every 28 days, the VOC filter every 12 months or 600 gallons, whichever comes first and the reverse osmosis membrane needs to be replaced every 2 years or 1200 gallons, whichever comes first. Your water quality may affect filter life & replacement frequency.

See manual for explanation of performance indications data.

Please be aware that:

- Not all contaminants listed may be present in your water.
- Morcler may not remove all contaminants that may be present in your tap water.
- Morcler is only to be used with cold water.
- Morcler usage must comply with all state and local laws.
- Testing was performed under standard laboratory conditions, actual performance may vary.
- Systems certified for cyst reduction may be used on disinfected waters that may contain filterable cysts.
- Spent absorption media will not be reactivated and used.



**CAUTION!** Do not use with water that is microbiologically unsafe or of unknown quality without adequate disinfection before or after the system. Systems certified for cyst reduction may be used on disinfected water that may contain filterable cysts.

Operating Parameters	Imperial	Metric Units
Input Power	120 Volt - 60 Hz	120 Volt - 60 Hz
Temperature	39-100° F	4-38° C
<b>Inlet Water Quality Limits</b>		
Total Dissolved Solids (TDS)		1500 mg/L
Maximum Hardness †‡:		10 gpg (171 mg/L)
Sulphide, Iron & Manganese ‡:		<0.1 mg/L
Chlorine		<2 ppm
pH		3-11
Turbidity		5 NTU Max.
Recovery – 80%	Daily Production Rate – 54 GPD	Efficiency – 75%

† If the hardness of your water is above 10 gpg (171 mg/L), lime scale will build up rapidly on the membrane inside of the RO membrane cartridge. Scale build up will plug the RO membrane cartridge and make the system ineffective. We do not recommend the Morcler to be used with water in excess of 10 gpg (171 mg/L) hardness, unless the water is softened prior to the reverse osmosis system.

## Performance Data Sheet

The concentration of the indicated substances in water was reduced to a concentration less than or equal to the permissible levels as specified in NSF/ANSI 42, 53 and 58. Organic chemicals included by surrogate testing.

NSF/ANSI 53 (VOC Filter) Substance	Influent Challenge Concentration mg/L	Maximum Permissible Product Water Concentration mg/L	Minimum Reduction
Alachor	0.050	0.001	>98%
Atrazine	0.100	0.003	>97%
Benzene	0.081	0.001	>99%
Carbofuran	0.190	0.001	>99.5%
Carbon Tetrachloride	0.078	0.0018	98%
Chlorobenzene	0.077	0.001	>99%
Chlorpicrin	0.015	0.0002	99%
2,4-d	0.110	0.0017	98%
Dibromochloropropane (Dbcp)	0.052	0.00002	>99%
O-Dichlorobenzene	0.080	0.001	>99%
P-Dichlorobenzene	0.040	0.001	>98%
1,2-Dichloroethane	0.088	0.0048	95%
1,1-Dichloroethylene	0.083	0.001	>99%
Cis-1,2-Dichloroethylene	0.170	0.0005	>99%
Trans-1,2-Dichloroethylene	0.086	0.001	>99%
1,2-Dichloropropane	0.080	0.001	>99%
Cis-1,3-Dichloropropylene	0.079	0.001	>99%
Dinoseb	0.170	0.0001	99%
Endrin	0.053	0.00059	99%
Ethylbenzene	0.088	0.001	>99%
Ethylene Dibromide (Edb)	0.044	0.0002	>99%
Haloacetonitriles (Han):			
Bromochloroacetonitrile	0.022	0.0005	98%
Dibromoacetonitrile	0.024	0.0006	98%
Dichloroacetonitrile	0.0096	0.0002	98%
Trichloroacetonitrile	0.015	0.0003	98%

NSF/ANSI 53 (VOC Filter) Substance	Influent Challenge Concentration mg/L	Maximum Permissible Product Water Concentration mg/L	Minimum Reduction
Haloketones (HK):			
1,1-Dichloro-2-propane	0.0072	0.0001	99%
1,1,1-Trichloro-2-propane	0.0082	0.0003	96%
Heptachlor	0.025	0.00001	>99%
Heptachlor Epoxide	0.0107	0.0002	98%
Hexachlorobutadiene	0.044	0.001	>98%
Hexachlorocyclopentadiene	0.060	0.000002	>99%
Lindane	0.055	0.00001	>99%
Methoxychlor	0.050	0.0001	>99%
Pentachloophenol	0.096	0.001	>99%
Simazine	0.120	0.004	>97%
Styrene	0.150	0.0005	>99%
1,1,2,2-Tetrachloroethane	0.081	0.001	>99%
Tetrachloroethylene	0.081	0.001	>99%
Toluene	0.078	0.001	>99%
2,4,5-tp (Silvex)	0.270	0.0016	99%
Tribromoacetic Acid	0.042	0.001	>98%
1,2,4-Trichlorobenzene	0.160	0.0005	>99%
1,1,1-Trichloroethane	0.084	0.0046	95%
1,1,2-Trichloroethane	0.150	0.0005	>99%
Trichloroethylene	0.180	0.001	>99%
Trihalomethanes (Includes):			
Chloroform (Surrogate Chemical)			
Bromoform	0.300	0.015	95%
Bromodichloromethane			
Chlorodibromomethane			
Xylenes (Total)	0.070	0.001	>99%

NSF/ANSI 58 Substance (RO Filter)	Influent Challenge Concentration mg/L	Maximum Permissible Product Water Concentration mg/L	Reduction Requirements	Minimum Reduction	Average Reduction
Barium	10 +/- 10%	2	N/A	88.0%	96.4%
Hexavalent Chromium	0.30 +/- 10%	0.10	N/A	94.3%	97.2%
Trivalent Chromium	0.3 +/- 10%	0.10	N/A	92.3%	98.0%
TDS	750 +/- 20	22	75%	75.7%	87.1%
Copper	3 +/-10%	1.3	N/A	90.6%	95.2%
Cyst <sup>3</sup>	≥ 50,0000 ms/L	N/A	99.95%	99.99%	99.99%
Fluoride	8 +/- 10%	1.5	N/A	91.8%	93.5%
Lead	0.15 +/- 10%	0.010	N/A	97.5%	99.1%
Radium <sup>2</sup> 226/228	25pCi/L +/- 10%	5pCi/L	N/A	88.0%	96.4%
Selenium	0.10 +/- 10%	0.05	N/A	95.7%	98.1%

- While testing was performed under standard laboratory conditions, actual performance may vary depending on water pressure, temperature and other substances, water quality and other conditions.
- Based upon testing methods using Barium as a surrogate. All concentrations in pCi/L pico curie/L.
- Includes Giardia lamblia, Entamoeba histolyca and Cryptosporidium.
- Recovery rating means the percentage of the influent water to the membrane portion of the system that is available to the user as reverse osmosis treated water when the system is operated without a storage tank or when the storage tank is bypassed.
- Efficiency rating means the percentage of the influent water to the system that is available to the user as reverse osmosis treated water under operating conditions that approximate typical daily usage.

NSF/ANSI 42 Substance (Pre-Carbon/Moringa Filter)	Reduction Requirement	Influent Challenge Concentration	Overall Reduction
Chlorine Reduction, Free Available	≥ 50%	2.0 mg/l ±10%	96.6%

#### Replacement Filters

- Moringa Filter | Pre-Carbon/Moringa Filter Part #103530. Replace every 28 days
- RO Filter | Reverse Osmosis Membrane Part #103532. Replace every 1200 gallons or 2 years, whichever comes first
- VOC filter | VOC Carbon filter Part #103531. Replace every 600 gallons or 12 months, whichever comes first

Before use, read and understand owner's manual for installation & operating instructions as well as manufacturer's limited warranty.

Note: The manufacturer is required to re-test the product every 5 years for material safety, structural integrity, and all performance claims made.

Any potential changes to the product are required to be submitted to the certification agency for technical review and approval prior to implementation.

For technical questions regarding the use of this product, please contact our customer service specialists at contact below.

This system has been tested according to NSF/ANSI 401 for reduction of the substances listed below. The concentration of the indicated substances in water entering the system was reduced to a concentration less than or equal to the permissible limit for water leaving the system, as specified in NSF/ANSI 401.

NSF/ANSI 401 (Pre-Carbon/Moringa Filter) Substance	Influent Challenge Concentration ng/L*	Maximum Permissible Product Water Concentration ng/L*
Meprobamate	400 ± 20%	60
Phenytoin	200 ± 20%	30
Atenolol	200 ± 20%	30
Carbamazepine	1,400 ± 20%	200
TCEP	5,000 ± 20%	700
TCPP	5,000 ± 20%	700
DEET	1,400 ± 20%	200
Metolachlor	1,400 ± 20%	200
Trimethoprim	140 ± 20%	20
Ibuprofen	400 ± 20%	60
Naproxen	140 ± 20%	20
Estrone	140 ± 20%	20
Bisphenol A	2,000 ± 20%	300
Linuron	140 ± 20%	20
Nonyl phenol	1,400 ± 20% 200	200

\* While a majority of regulated contaminants like Hexavalent Chromium and lead are measured either in milligrams or micrograms per liter, many contaminants covered by NSF/ANSI 401 are only found in trace amounts and thus are measured in a smaller increment known as nanograms per liter (ng/L). To put this in perspective, 1 ng/L is the equivalent of 1/1000th of a microgram per liter, which would be the same as 1 ounce in 7.5 billion gallons of water.

# ZIJA MORCLĒR FAQ

morclēr  
by ZIJA

## Q: Does Morclēr remove minerals from drinking water?

A: Morclēr is intended first and foremost to remove contaminants from water to produce safe and pure water to drink. This effective purification process that maximizes contaminant removal also results in some mineral loss. However, drinking water is normally only a minor source of minerals. Instead the vast majority of minerals we obtain is through the food we eat. For years, even decades, large populations of people—including the U.S. Navy and NASA astronauts—have consumed water with few if any minerals (distilled or reverse osmosis water) without any reported harmful health effects. We also recommend adding SuperMix or SmartMix to your Morclēr water to improve mineral content.

## Q: Does Morclēr affect the pH (alkalinity) of water?

A: Yes, depending on the source water filtered. Research using moringa seeds and real-world experiments with the Morclēr unit demonstrate that Morclēr produces water with a favorably balanced pH. The Morclēr unit is capable of raising or lowering pH depending on the unique qualities of the source water. Some water and water ionizer retailers have perpetuated reports that drinking high pH (alkaline) water is advantageous to health without sufficient scientific evidence to support these claims. The body's homeostatic process tightly regulates body fluid pH and strives to maintain an ideal balance between 7.35 and 7.45 pH. The body relies on three primary mechanisms (buffering systems, respiration, and the kidneys) to completely control body pH regardless of the food and drink consumed. Your body is designed to buffer pH to maintain homeostasis and therefore it is desirable to drink water near the ideal range of 7.35 to 7.45 pH to limit the body's buffering efforts. Morclēr normally produces water with a pH of 7 to 8.

## Q: What is the difference between an alkaline ionizer and Morclēr?

A: Zija's Morclēr is certified to remove contaminants like chlorine, herbicides, industrial solvent, lead, copper, chromium 6, fluoride, VOC, pharmaceuticals, and many more. Most Alkaline Ionizers are not certified to remove any contaminants, but simply change the PH balance in the water to a more alkaline state.

## Q: What contaminants does Morclēr remove?

A: Morclēr is designed to remove all three types of water contaminants: organic, inorganic, and biological. All told, Morclēr is independently tested by the International Association of Plumbing and Mechanical Officials (IAPMO; [www.IAPMO.org](http://www.IAPMO.org)) to remove over 78 contaminants.

## Q: Does Morclēr remove fluoride?

A: Morclēr removes more than 90% of fluoride.

## Q: What is the normal time to filter a gallon of water with Morclēr?

A: The average time to filter one gallon is 12 to 15 minutes. It will take more time the first time the unit is used and after replacing filters until the filters become saturated.

## Q: Does Morclēr operate better using cool or warm water?

A: The reverse osmosis process will perform best with cool or cold water.

## Q: How long do the Morclēr filters last?

A: The Pre-Carbon/Moringa Filter should be changed every 28 days, the VOC Filter every 12 months or 600 gallons (whichever occurs first), and the Reverse Osmosis Filter every 2 years or 1,200 gallons (whichever occurs first). Water quality may affect filter life and replacement frequency.

## Q: Why is the Morclēr unit making a different noise than usual after installing new filters when filtering?

A: The noise the unit makes may change after installing new filters. This noise can improve as the new filters become saturated.

## Q: How much water does Morclēr hold?

A: The tap water tank holds about 1 gallon (3.79 L) of water. The clean water tank holds about 3 quarts (2.8 L) of purified water.

## Q: Does Morclēr water need to be refrigerated to prevent filtered water from collecting mold and bacteria?

A: It is not necessary to keep Morclēr filtered water refrigerated because Morclēr removes biological contaminants from water. As long as the lid is kept in place, the filtered water will remain free of airborne germs that could contaminate the water.

## Q: How often should I clean the tanks of the Morclēr unit?

A: We recommend cleaning the water tanks once a week with warm soapy water and that you wash your hands before touching the inside of the water tanks to avoid contamination.

## Q: What should I do with the leftover water after filtering?

A: This water—now with traces of Moringa—is best used to water house plants, lawn grass, gardens, or flower beds.

## Q: How much does it cost to operate the Morclēr unit?

A: It costs about \$1 per year to filter 2 full tanks each day, or \$0.0013 USD per gallon.

## Q: How does Morclēr affect water taste?

A: Morclēr removes total dissolved solids to a very desirable state near or below 100 ppm, which is a preferred TDS rating for preferred taste among most people.

## Q: Can I use Morclēr with well, stream, or lake water?

A: Yes, as long as the water is pretreated first.

## Q: Does Morclēr remove glyphosates (Round Up) from water?

A: Yes.

## Q: Can pets drink Morclēr water?

A: Yes. Morclēr water is safe for pets to drink.