

Alter Ego

Reduction Comparison

The Water Filtration Technology used in each water filter ensures the greatest reduction per contaminant. See how the Alter Ego duo sits with the competition.

FOR OUTDOOR & GLOBETROTTER FILTERS	Alter Ego	Katadyn MyBottle	LifeStraw Go
Price Range	\$\$	\$\$	\$\$
Analyte - DISINFECTANT TESTING	% Reduction	% Reduction	% Reduction
Chlorine	99.99	NO CLAIM	NO CLAIM

FOR OUTDOOR & GLOBETROTTER FILTERS	Alter Ego	Katadyn MyBottle	LifeStraw Go
Dedicated Give-Back Program	Yes	No	Yes
Analyte - ORGANIC TESTING: VOC's & Organochlorine Pesticides	% Reduction	% Reduction	% Reduction
Bromodichlormethane	99.40	NO CLAIM	NO CLAIM
Bromoform	99.44	NO CLAIM	NO CLAIM
Acetone	96.20	NO CLAIM	NO CLAIM
Benzene	98.84	NO CLAIM	NO CLAIM
Chloroform	98.52	NO CLAIM	NO CLAIM
Chlorobenzene	99.20	NO CLAIM	NO CLAIM
Dibromochloromethane	98.08	NO CLAIM	NO CLAIM
Carbon Tetrachloride	99.56	NO CLAIM	NO CLAIM
1,2-1,3-1,4 Dichlorobenzenes	99.80	NO CLAIM	NO CLAIM
1,1-1,2- Dichloroethane	98.24	NO CLAIM	NO CLAIM
1,1-1,2- Dichloroethylene	98.81	NO CLAIM	NO CLAIM
Ethylbenzene	99.52	NO CLAIM	NO CLAIM
Styrene	99.72	NO CLAIM	NO CLAIM
MTBE	99.80	NO CLAIM	NO CLAIM
1,2,1-1, 1,2- Trichloroethane	99.76	NO CLAIM	NO CLAIM
Trichloroethylene	99.20	NO CLAIM	NO CLAIM
Toluene	99.16	NO CLAIM	NO CLAIM
Total Xylenes	99.61	NO CLAIM	NO CLAIM
Gamma BHC (Lindane)	98.00	NO CLAIM	NO CLAIM
Heptachlor	90.90	NO CLAIM	NO CLAIM
Endrin	99.00	NO CLAIM	NO CLAIM
Ethylene Dibromide (EDB)	95.00	NO CLAIM	NO CLAIM
Dibromochloroprepene (DBCP)	98.00	NO CLAIM	NO CLAIM
Heptachlor - Epoxide	99.86	NO CLAIM	NO CLAIM
4,4-DDD and DDT	98.80	NO CLAIM	NO CLAIM
Methoxychlor	90.00	NO CLAIM	NO CLAIM
PCB's Arochlor- 1260	94.50	NO CLAIM	NO CLAIM



FOR OUTDOOR & GLOBETROTTER FILTERS	Alter Ego	Katadyn MyBottle	LifeStraw Go
INORGANIC TESTING: MBAS Analysis, Trace Metals, Turbidity, & Radiological			
Analyte	% Reduction	% Reduction	% Reduction
Aluminum	90.00	NO CLAIM	NO CLAIM
Arsenic	88.90	NO CLAIM	NO CLAIM
Cadmium	99.50	NO CLAIM	NO CLAIM
Chromium 6	99.87	NO CLAIM	NO CLAIM
Copper	95.00	NO CLAIM	NO CLAIM
Fluoride	85.50	NO CLAIM	NO CLAIM
Lead	97.50	NO CLAIM	NO CLAIM
Mercury	99.60	NO CLAIM	NO CLAIM
Nitrate & Nitrite	88.43	NO CLAIM	NO CLAIM
Radon 222	99.00	NO CLAIM	NO CLAIM
Total Suspended Solids	99.00	NO CLAIM	NO CLAIM
Turbidity	85.60	NO CLAIM	NO CLAIM

FOR OUTDOOR FILTERS ONLY	Alter Ego	Katadyn MyBottle	LifeStraw Go
MICROBIOLOGICAL TESTING			
Analyte	% Reduction	% Reduction	% Reduction
Giardia	99.9	NO PUBLISHED PERCENTAGE	99.9
Cryptosporidium	99.9	NO PUBLISHED PERCENTAGE	99.9

FOR GLOBETROTTER FILTERS ONLY	Alter Ego	Katadyn MyBottle	LifeStraw Go
MICROBIOLOGICAL TESTING			
Analyte	% Reduction	% Reduction	% Reduction
Giardia & Cryptosporidium	99.9	NO PUBLISHED PERCENTAGE	99.9
Bacterias	99.9999	NO PUBLISHED PERCENTAGE	99.9999
Viruses	99.9999	NO PUBLISHED PERCENTAGE	NO CLAIM

Testing Information

The testing results of the technology used by Alter Ego are obtained by using EPA, ANSI, and NSF protocols and methodologies. The above-reported test results represented in the Alter Ego column show composite data from the following laboratories: National Testing Laboratories, County of Los Angeles - Dept of Agriculture, CTL Environmental Laboratories, & BioVir Laboratories.

NO CLAIM = Brand has no published claim for the reduction of this contaminant

NO PUBLISHED PERCENTAGE = Brand claims contaminant reduction but does not publish reduction percentage.

PRICE RANGE: \$ = \$1-\$30 \$\$ = \$31 - \$65 \$\$\$ = \$66 - \$100 +

DEDICATED GIVE-BACK PROGRAM = Brand has an active give-back program linked to this specific product

