



# The Ultimate Water Enhancer *with an algae-free guarantee*

ENDURE enhances pool water in four ways:

- **Algae Resistance** - With ENDURE algae does not grow.
- **Less Sanitizer** - ENDURE enhances the effects of chlorine, so less is needed.
- **Water Comfort** - ENDURE makes water softer to the skin and eyes.
- **Blue Sparkle** - ENDURE creates an optical blue shimmer and shine.

Once in the water, ENDURE stays there and remains active, even from one year to the next. One only has to add "booster dosages" of ENDURE to replace what is lost due to backwash, splash-out, or any draining. It's a mild product, add harsh chemicals to the pool.

### Benefits of ENDURE

**Algae Resistance** - If the pool maintains an ENDURE level of 50 ppm, algae will not grow. The pool still must maintain a sanitizer level and a correct pH. Additionally, ENDURE pools generally do not require the use of a separate algacide to keep the pool free of algae. If a pool with the proper level of ENDURE grows algae, MEMPHIS POOL will give the pool owner, at no charge, the chemicals to knock out the algae that is growing.

**OUR GUARANTEE:** With the proper level of ENDURE in the water, MEMPHIS POOL guarantees the pool to remain free of algae.

**Less Sanitizer** - ENDURE's algae-prevention characteristics reduce the amount of chlorine required to maintain clean, sanitary water.

**Water Comfort** - ENDURE adds noticeable comfort to the water. Water feels softer to both the skin and the eyes.

**Blue Sparkle** - Whereas pool water clarifiers help the filter capture more of the tiny particles in the water, ENDURE adds an extra dimension to the water by creating a beautiful blue shimmer and shine.

### How To Use ENDURE



It's Easy to convert a pool to an ENDURE. It can be as simple as adding the initial ENDURE dosage and making the proper pH adjustment! Refer to the separate ENDURE Dosage Chart to determine the correct amount of ENDURE required. Then, add it directly to the pool and begin enjoying the amazing benefits!



**Maintaining the ENDURE level** - Some ENDURE will be lost due to splash-out, backwashing, and draining. Therefore, the ENDURE level should be checked (free at any MEMPHIS POOL Water Care Lab) every 4 weeks to determine if a "booster dosage" is necessary to achieve the 50 ppm required level. Otherwise, ENDURE remains active in the water from season to season. If the pool is closed in the winter, a spring water check will be needed to determine if a booster dosage is required.

ENDURE really works! MEMPHIS POOL has introduced hundreds of pool owners to the benefits of ENDURE, creating a loyal following. Could this be the year that you'll begin enjoying ENDURE, the ultimate water enhancer?



## MEMPHIS POOL

*The Standard of Excellence... Since 1952*

Available at our local  
POOL CARE CENTERS

MEMPHIS	GERMANTOWN	COLLIERVILLE
2762 Getwell Rd	7605 Poplar Ave	930 W. Poplar Ave
901-365-2480	901-755-7946	901-854-6423