Save Water - Don't flush

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For my generation, the realization that water is a finite resource struck home with the 1974 movie, Chinatown. Here, in the guise of a slick detective story with all the requisite murders, deceptions and sex scenes, the Los Angeles Water Wars of the 1910's and '20's were replayed. Set in 1937 the sub-story was a thinly hidden replay of the manipulation of a key public resource-- water -- by a gang of shadowy capitalist business interests.

Water was a scarce resource then, and it's still scarce today. Most of the world has minimal access to clean drinking water and many nations regularly suffer severe water crises.

Only 2.5% of the earth's water is fresh, and only a tiny part of it is available for human use. Agriculture and industry use most of that, leaving very little water for human consumption and since the mid-20th century water quality has been severely compromised by industrial and agricultural chemicals.

Whether we view the problem as "Is there enough water?" or as "Is there enough clean water?" The issue is the same: water isn't useful if it's not clean.

One of our current concerns in southwest PA is the high- volume horizontal hydraulic fracturing (or "fracking") in the Marcellus Shale. Millions of gallons of water are used to free up the natural gas, and that water is contaminated forever with chemicals, radiation and saline. An adequate technology for healthy wastewater treatment and disposal is not available.

What can we do about the water crisis? Some people favor working to slow down climate change. Others help people in other countries build water systems. Still others advocate for personal conservation practices.

Each of these approaches is necessary and important.

Many of us have changed our lifestyles to conserve resources. Saving water in the home is one of the easiest things to do. So easy in fact that turning off the water when we brush our teeth or taking shorter showers has become part of our life.

What about flushing the toilet? The toilet is the #1 user of clean water -- 27% of the water used in our households. Have you heard the expression, "If it's yellow, leave it mellow-- If it's brown, flush it down?" Maybe you've adopted this simple practice in your own home.

Now there's a new product, *GoFlushless*--developed by environmentalists Bill and Jane Monetti--which reduces toilet water consumption by 87%. Apply 2 or 3 sprays of GoFlushless in the bowl before or after you use it and don't flush. Add more only as you need it throughout the day.

Made from vegetable-based cleaners, essential oils and food grade color, *GoFlushless* captures and neutralizes the odor of urine replacing it with a pleasant citrus scent. It leaves the water in the bowl a clean blue-green color.

And *GoFlushless* saves energy too, because it takes a lot of energy to treat and transport clean water to our homes.

Buy GoFlushless in the co-op today in the household supplies department.
"It's a whole new bowl game."