

Brilliance[®]

for spas

The no chlorine, no hassle spa care system.



PRODUCT PORTFOLIO

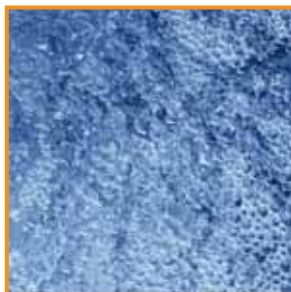
For Brilliance & being Spa Products



Clearly the brighter solution

The Brilliance Story

People enjoy the peace and relaxation a hot tub brings them.



But who wants to waste that newfound energy on spa care?

Spa care that's easy on your customers

Brilliance® lets customers care for their spa without the harsh effects of chlorine. Unlike other bromine-based spa care systems, Brilliance® is completely chlorine-free. So there's less odor and irritation to eyes and skin. Brilliance® is also better for spas. Brilliance® won't upset the delicate balance of a spa's water chemistry, unlike other bromine and chlorine products that substantially affect pH. Converting a hot tub to chlorine-free Brilliance® takes just minutes.



And now the benefits of Brilliance® are even more appealing with the addition of Aqua Enhancers – unique additives that condition spa water to promote a truly skin-soothing spa experience.

Discover the Brilliance

Brilliance® lets your customers care for their hot tub in three easy steps so they can spend more time relaxing in it. It's Simple. First, customers add Brilliance® Sanitizer to the floater or open a pre-filled Mermaid Disposable Dispenser. This product sanitizes and oxidizes in one convenient step, performing two jobs at once. Then, once a week, customers add Brilliance® Metal and Scale Control and Brilliance® Oxidizer. That's it – clear, *chlorine free* water in just three simple steps.

Achieve Brilliant profits

Because Brilliance® is a smart decision for your customers, it's a smart decision for you. With Brilliance® in your store, you'll achieve solid profit margins. In addition, you'll have access to a complete, branded line of Brilliance® products (21 products in all) that includes full literature and marketing support.

Clearly the brighter solution

Spa care that's easy on your customers can be easy for you – to sell and profit from. Help your customers discover Brilliance® and see what a smart decision it can be.

Brilliance
for spas

Brilliance® Sanitizer

ACTIVE INGREDIENTS: 1, 3-dibromo-5, 5-dimethylhydantoin

AVAILABLE PERCENTAGE: 99.4%

- Concentrated Source of Active Bromine
- 100% Chlorine Free
- Dissolves Slowly and Evenly for Continuous Sanitation
- Perfect for Floaters and Other Feeding Devices

SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
40765	Brilliance® Sanitizer	1.5 lb. Bottle	12	073187407658



Brilliance® Sanitizer

ACTIVE INGREDIENTS: 1, 3-dibromo-5, 5-dimethylhydantoin

AVAILABLE PERCENTAGE: 99.4%

- Concentrated Source of Active Bromine
- 100% Chlorine Free
- Dissolves Slowly and Evenly for Continuous Sanitation
- Perfect for Floaters and Other Feeding Devices



SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
40766	Brilliance® Sanitizer	5 lb. Pail	4	073187407665

Brilliance® Oxidizer with Mineral Salts

ACTIVE INGREDIENTS: Potassium Peroxymonosulfate

AVAILABLE PERCENTAGE: 31%

- Non-Chlorine Oxidizer
- Eliminates Odors
- Reduces Contaminants
- Mineral Salts Promote a Skin-Soothing Spa Experience



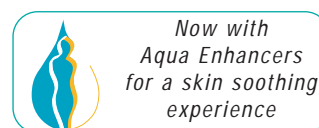
SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
83737	Brilliance® Oxidizer with Mineral Salts	2 lb. Bottle	12	073187837370





Brilliance® Metal & Scale Control with Soy Protein

- Deactivates Dissolved Copper, Iron and Other Heavy Metals That Can Affect Water Clarity and Filtration
- Contains Aqua Enhancer Soy Protein to Moisturize the Water for a Luxurious Spa Experience



SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
83721	Brilliance® Metal & Scale Control with Soy Protein	16 oz. Bottle	12	073187837219



Brilliance® 5-Way Test Strips

- Tests for: Total Bromine, Free Chlorine, pH, Hardness, Total Alkalinity
- Individual Display Packaging

SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
83754	Brilliance® 5-Way Test Strips	50 Strips per Bottle	12	073187837547



The Mermaid Sanitizer Dispenser

- Convenient Disposable Sanitizer Dispenser
- Pre-Filled with 8 oz. Brilliance® Chlorine-Free Bromine Sanitizer
- Mounts in Spa with Suction Cups / Alternate Methods Possible
- Hide in Skimmer or Filter
- Adjustable Feed Rate
- Lasts 3 to 5 Weeks, Depending On Spa Size and Use

SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
40700	The Mermaid Sanitizer Dispenser	3 Disposable Dispensers per Carton	12 Cartons	073187407009

Brilliance® Starter Kit

- Low Cost Starter Kit
- Includes: Brilliance® Sanitizer (8 oz.), Brilliance® Oxidizer (8 oz.), Brilliance® Start-Up (2 oz.), Brilliance® Granular Metal & Scale Control (2 oz.), Brilliance® Floater (#40725), Brilliance® Test Strips (10), Measuring Cup (#88836), Consumer Spa Care Guide



SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
40748	Brilliance® Starter Kit	—	6	073187407481

The Mermaid Introductory Kit

- Low Cost Starter Kit
- Includes: (1) Mermaid Sanitizer Dispenser (8 oz.), Brilliance® Oxidizer (8 oz.), Brilliance® Start-Up (2 oz.), Brilliance® Granular Metal & Scale Control (2 oz.), Brilliance® Test Strips (10), Measuring Cup (#88836), Suction Cups, Adhesive Mounting Pad (#40706), Consumer Spa Care Guide



SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
40705	The Mermaid Introductory Kit	—	6	073187407054



Brilliance® Empty Tote

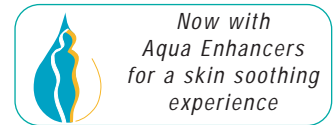
- Build Your Own Custom Kit with Brilliance® Products
- Waterproof
- Easy Carry
- Easy Store

SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
40760	Brilliance® Empty Tote	—	4	073187407603



Brilliance® Foam Dispenser with Vitamin E

- *Easy To Use Concentrated Liquid*
- *No Wait! Reduces Foam Immediately*
- *Contains Aqua Enhancer Vitamin E*
- *Conditions Spa Water to Promote a Skin Soothing Spa Experience.*



SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
83711	Brilliance® Foam Dispenser with Vitamin E	16 oz. Bottle	12	073187837110



Brilliance® Filter Cleaner with Fresh Lemon Scent

- *Concentrated Liquid Cleaner*
- *Pleasant Lemon Scent*
- *Regular Cleaning Extends the Life of Filter Media*

SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
83712	Brilliance® Filter Cleaner with Fresh Lemon Scent	16 oz. Bottle	12	073187837127



Brilliance® Cover Cleaner

- *Citrus Scented Liquid Cleaner*
- *Safe for Use On Both Sides of Cover*
- *No Rinsing Necessary*

SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
40713	Brilliance® Cover Cleaner	16 oz. Bottle	20	073187407139

Brilliance® Water Clarifier with Bioplex NMF

- *Fast Acting Concentrated Liquid That Assists The Filter In Removing Tiny Particles*
- *Contains Aqua Enhancer Bioplex NMF with Moisturizers to Condition and Soften Spa Water for a Relaxing Spa Experience*



SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
83714	Brilliance® Water Clarifier with Bioplex NMF	16 oz. Bottle	12	073187837141



Brilliance® Surface Cleaner

- *Concentrated Gel That Removes Dirt, Oils and Stains At The Waterline*
- *Effectively Removes "Bathtub Ring" From Spa Shells*

SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
40751	Brilliance® Surface Cleaner	16 oz. Bottle	20	073187407511



Brilliance® Start-Up

- *Establishes "Bromide Bank"*
- *Eliminates Chlorine Odor from Fill Water*
- *Reduces Fresh Fill Sanitizer Demand*



SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
40749	Brilliance® Start-Up	2 oz. Pouch	12	073187407498



Brilliance® Calcium Hardness Increaser

ACTIVE INGREDIENT: Calcium Chloride Dihydrate

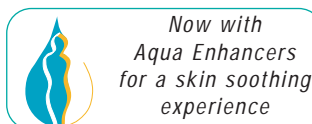
- Raises Calcium Hardness in Spa Water
- High Purity
- Low Dusting

SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
40717	Brilliance® Calcium Hardness Increaser	15 oz. Bottle	20	073187407177

Brilliance® pH Increaser with Mineral Salts

ACTIVE INGREDIENT: Sodium Carbonate

- Raises pH in Spa Water
- Aqua Enhancers Include Mineral Salts and a Fresh Scent
- High Purity



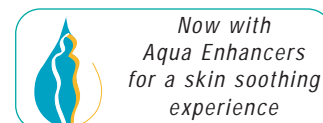
SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
83718	Brilliance® pH Increaser with Mineral Salts	16 oz. Bottle	12	073187837189



Brilliance® pH Decreaser with Mineral Salts

ACTIVE INGREDIENT: Sodium Bisulfate

- Lowers pH in Spa Water
- High Purity
- Aqua Enhancers Include Mineral Salts and a Fresh Scent



SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
83719	Brilliance® pH Decreaser with Mineral Salts	20 oz. Bottle	12	073187837196

Brilliance® Total Alkalinity Increaser

ACTIVE INGREDIENT: Sodium Hydrogen Carbonate

- Raises Alkalinity in Spa Water
- High Purity

SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
40720	Brilliance® Total Alkalinity Increaser	16 oz. Bottle	20	073187407207



Brilliance® Bromo Tabs

ACTIVE INGREDIENTS: 1-bromo-3-chloro-5, 5-dimethylhydantoin; 1, 3-dichloro-5, 5-dimethylhydantoin; 1, 3-dichloro-5-ethyl-5 methylhydantoin

AVAILABLE PERCENTAGE: Available Bromine 39.2%, Available Chlorine 44.4%

- Traditional Bromine Tablets
- For Use in Floaters and Feeders

SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
83767	Brilliance® Bromo Tabs	1.65 lb. Bottle	12	073187837677



Brilliance® Chlorinating Granules

ACTIVE INGREDIENTS: Sodium Dichloro-s-Triazinetrione Hydrated

AVAILABLE PERCENTAGE: Available Chlorine 55%

- Dichloro Granules
- Apply After Each Spa Use

SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
83768	Brilliance® Chlorinating Granules	2 lb. Bottle	12	073187837684



Miscellaneous Items

Brilliance® Floater

SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
40725	Brilliance® Floater	—	6	037187407252
40701	Brilliance® Floater Replacement Screen	—	6	037187407016

Brilliance® Measuring Cups

SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
88836	Brilliance® Measuring Cups	3 oz. Capacity	20	037187888365

Brilliance® Adhesive Mounting Pad

SKU#	PRODUCT & PACKAGE	SIZE	UNIT/CASE	UNIT UPC CODE
40706	Mermaid Adhesive Mounting Pad	—	12 pads	037187407061





Brilliance® Product Display

SKU#	PRODUCT & PACKAGE	UNIT/CASE
40726	Brilliance® Product Display (products not included)	1 Display

Brilliance® Product Display Expansion Shelves

SKU#	PRODUCT & PACKAGE	UNIT/CASE
40708	Brilliance® Product Display Expansion Shelves (products not included)	1 Unit

Brilliance® Banner

SKU#	PRODUCT & PACKAGE	UNIT/CASE
41910	Brilliance® Banner	1 Banner

being®

aromatherapy

for the mind, body and spirit

Fresh scent. Diverse Products.
Sweet profits.

Aromatherapy for the Hot Tub and Bath

For years, The Brilliance® Water Care System has helped its customers discover new levels of hot tub enjoyment, with its bromine-free benefits.

And now, Brilliance® would like to introduce you to a unique and exciting spa product: **being**® – unique aromatherapy blends made exclusively for hot tubs and baths.

being is not another line of spa fragrances or perfumed water.

being is much more: a natural blend of essential oils, herbs and botanicals that promote the well-being of

your mind, body and spirit. That's what the experience of aromatherapy is all about.

Your customers can extend the **being** benefits beyond their hot tub as well. **being** body mist is a silky, hydrating body lotion that infuses moisture and energy into the skin, and is available in the same popular aromatherapy scents as our original spa line. **being** candles extend the benefits of aromatherapy to any area of the home.

being is available in individually packaged bottles and sample packets: **release**, **reflect**, **enlighten**, **awaken** and **uplift**. Each blend promotes a different, unique benefit.



reflect

lavendar and geranium for equilibrium of energy and emotion



release

chamomile and clary sage for stress and tension relief



enlighten

lemon, cypress, juniper berry and basil for mind clarification



awaken

mandarin orange and grapefruit for energy



uplift

green tea, ginger and lime for revitalization

To use the aromatherapy blends, your customers simply pour being into their spa or bath.

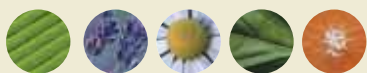
As **being** mixes with the water, a light natural essence is released, delivering the invigorating benefits of the particular aromatherapy blend.

Brilliance® users, as well as BaquaSpa® and chlorine users, can enjoy **being's** benefits in their spa. In fact, **being** can also be used in baths, allowing anyone to enjoy the aromatherapy experience at home. And once they try one, they'll want to come back to your store and try the other blends.

being®

aromatherapy

for the mind, body and spirit



why should I sell **being**?

The aromatherapy trend has taken off. And being is the perfect way to help you capitalize on that trend.

Hot tubs are a luxury for most people, and **being** is an upscale product targeted toward this sophisticated audience. **being** allows your customers to focus, relax, and reconnect – all while enjoying the natural relaxation environment created by hot tubs and baths.



What's more, **being** is unique. It's an attractive product that allows you to offer more variety in your store in a completely new product category.

And because **being** is available in a number of blends, customers tend to buy several bottles in a single purchase. It's popularity is sure to keep them coming back to your store – and keep the cash registers ringing for years to come.

being® aromatherapy

SKU #	Product & Package	Size	Units Per Case	Unit UPC Code
88866	enlighten™	6.2 fl. oz. bottle	12	073187888662
88867	awaken™	6.2 fl. oz. bottle	12	073187888679
88870	release™	6.2 fl. oz. bottle	12	073187888709
88875	reflect™	6.2 fl. oz. bottle	12	073187888754
88880	uplift™	6.2 fl. oz. bottle	12	073187888808
40221	aromatherapy Mixed Pack	6.2 fl. oz. bottle	15 (3 of each aroma)	073187402219
88871	enlighten™ Sample Packet	.169 fl. oz. packet	12	073187888716
88872	awaken™ Sample Packet	.169 fl. oz. packet	12	073187888723
88873	release™ Sample Packet	.169 fl. oz. packet	12	073187888730
88874	reflect™ Sample Packet	.169 fl. oz. packet	12	073187888747
88881	uplift™ Sample Packet	.169 fl. oz. packet	12	073187888815
88886	Mixed Sample Pack	.169 fl. oz. packet	60 (12 of each aroma)	073187888860

being® body mist

SKU #	Product & Package	Size	Units Per Case	Unit UPC Code
84866	enlighten™ body mist	6.2 fl. oz. bottle	12	073187848666
84867	awaken™ body mist	6.2 fl. oz. bottle	12	073187848673
84870	release™ body mist	6.2 fl. oz. bottle	12	073187848703
84875	reflect™ body mist	6.2 fl. oz. bottle	12	073187848758
84880	uplift™ body mist	6.2 fl. oz. bottle	12	073187848802
88887	body mist Mixed Pack	6.2 fl. oz. bottle	15 (3 of each aroma)	073187888877



being®

aromatherapy

for the mind, body and spirit



being® Candles

SKU #	Product & Package	Size	Units Per Case	Unit UPC Code
80200	reflect™ Candle	5 oz.	6	073187802002
80201	release™ Candle	5 oz	6	073187802019
80202	enlighten™ Candle	5 oz	6	073187802026
80203	awaken™ Candle	5 oz	6	073187802033
80204	uplift™ Candle	5 oz	6	073187802040
80205	Mixed Candle Pack	5 oz	10 (2 of each aroma)	073187802057

being® Merchandisers*

SKU #	Product & Package	Units Per Case
88869	being® Floor Display	1
88808	being® Expansion Shelves	1
88876	being® Wooden Counter Display	1

* Products not included



(2) #88869 & (1) #88808



#88876



#88869

Dealer Direct, Dealer Select, Dealer Profit; we're with you every step of the way. A partnership with Brilliance® isn't just about a vendor with premium products. It's also about what tools we provide to grow your business: product innovation, marketing support, education and training. And ultimately, it's all about your profitability. Arch Water Products' commitment to selected professional spa dealers is real – and so will be your success. Dealers reap the benefits of connecting with us through our:



- Customer Service Department
- Manufacturer Direct Sales Reps
- 24 Hour Online Ordering

Marketing Support

Co-op Advertising program allows up to 3% of your total wholesale purchases of Brilliance® and being® brand products. See the *Brilliance® 2006 General Program Details* for complete information.

POS Point of Sale Materials are designed exclusively to promote Brilliance® and being® sales in your store. They work 24/7 and never take breaks. "More than 70% of purchase decisions are made in the store" - *Promo Magazine*

Consumer Sales Literature assists your employees with key consumer information that helps close sales. Authorized dealers receive appropriate quantities at no cost.

Our consumer website, www.brillianceforspas.com, directs and drives customers to your door. Rebate and coupon offers stimulate repeat sales.

Public Relations Guide, an invaluable resource to any business owner, is tailored to the professional spa dealer. From tips and advice on obtaining local media placements to dealing with problematic media situations, this guide covers it all. Effective public relations go much further than you may know and can have a significant positive impact. Let the local media work for you, at no cost! This guide will serve as a valuable reference tool throughout the year.

Employee training is critical to the success of every spa retailer. The 2006 training program for Brilliance® will be held in the first quarter of 2006, focusing on both the technical and business skills needed for beginners and veterans alike. Attendees at the 2006 training schools will gain an understanding of the unique technology within the Brilliance® brand and the confidence and knowledge to position them as leading spa professionals within your business. Also available for 2006 is the TUTOR CD training program, which provides individual instruction on the basics of spa water chemistry. Upon completion of a post-module test, employees receive a free t-shirt and certificate to note their achievement. Supplemental training is provided by Brilliance® factory direct sales representatives.



PINPOINT™ 2005 Water Analysis System features precision testing with new water analysis software.

Exclusively for BAQUACIL®, POOLIFE®, BaquaSpa® and Brilliance® dealers. The expanded database capabilities provide enhanced customer and spa information, turning your water testing service into a powerful sales resource. See the *Pinpoint 2005 Water Analysis Guide* for more information.



Now you can offer your customers added peace of mind when they purchase Brilliance® by offering **Our Clear Promise Satisfaction Guarantee**. If within one year of purchasing Brilliance® your spa customer is not satisfied, we will convert them to BaquaSpa® for FREE! See the *Our Clear Promise Satisfaction Guarantee Brochure* for details.

Dealer Incentive Programs

"The Wave" New Water Rewards Program provides point-based merchandise rewards to employees who convert spas to Brilliance®. This easy to use internet based program for recording and redeeming points is a real motivator and helps direct sales behaviors. See *The Wave New Water Rewards Program Brochure* for details.

2006 Dealer Trip brings successful pool and spa dealers from around the country together to share ideas and hear about successes, challenges and opportunities. The networking opportunities during the meeting and social events will energize participants for the challenges of the coming year. Ask your Brilliance® sales representative about how to register and qualify.

ARCH WATER PRODUCTS CUSTOMER SERVICE:

1955 Lake Park Drive, Suite 100
Smyrna, Georgia 30080
Phone: **1.800.248.7665**
Fax: **1.770.805.3302**
(8:00 a.m. to 7:00 p.m. E.S.T.)

ORDER 24 HOURS A DAY / 7 DAYS A WEEK ONLINE:

www.archpooldealer.com (dealer authorization required)

ARCH CHEMICALS EMERGENCY ACTION NETWORK (ACEAN)

1.800.654.6911 (Available 24 hours a day, 7 days a week & 365 days a year)

PRODUCT STEWARDSHIP HELPLINE:

1.800.253.9140 (Monday to Sunday: 7:00 a.m. E.S.T. to 12:00 midnight E.S.T.)

MSDS HELPLINE:

1.800.511.6737 (Monday to Sunday: 7:00 a.m. E.S.T. to 12:00 midnight E.S.T.)

Your sales representative is:



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