

October is Energy Awareness Month, and the perfect time to save energy, water, and money by showering *better*. Showering is one of the leading ways Americans use water in the home. But to many of us, it's an escape from the outside world where we can wake up, wind down, or get ready to tackle the day. So what if there was an even better way to shower? Luckily there is, thanks to WaterSense labeled showerheads. You can “shower better” by installing WaterSense labeled showerheads. For more information and a full list of independently certified WaterSense labeled showerheads, visit [www.epa.gov/watersense/products/showerheads.html](http://www.epa.gov/watersense/products/showerheads.html).

### Messaging for WaterSense’s Shower Better Campaign

About 25 percent of consumers surveyed identified water-efficient products as one of the top three features they want most when building a new home.<sup>1</sup> Whether consumers are remodeling a bathroom, building a home, or moving into a new one, you can help them shower better with WaterSense labeled models. The following messages can help you communicate to consumers the level of comfort, coverage, and cost savings they can achieve with WaterSense labeled showerheads, during Energy Awareness Month in October or all year long.

- **Wasting water wastes energy!** Inefficient showerheads not only waste water, they waste energy used to heat that water. But every time you take a shower with a WaterSense labeled showerhead, you can save energy—equal to the amount of electricity it takes to light a 60-watt light bulb for 8 hours.
- **The power of savings.** By replacing a showerhead with a WaterSense labeled model, the average family can save more than 2,900 gallons of water each year—the amount it takes to wash more than 70 loads of laundry. A WaterSense labeled showerhead can also save the amount of electricity it takes to power the average family’s home for 13 days and reduce their annual water and energy costs by more than \$70!
- **Use less water without sacrificing.** Shower better—not shorter—with a WaterSense labeled showerhead, and save 4 gallons of water every time you enjoy a shower.
- **WaterSense labeled showerheads are high-performance products.** WaterSense labeled showerheads are independently certified to meet EPA’s performance criteria for spray force and water coverage. You’ll enjoy the same level of coverage you’ve come to expect, so you shower better.
- **Sustainability, with satisfaction.** With WaterSense labeled showerheads, you can have the satisfying shower you want, with the added satisfaction of saving water, energy, and money. All WaterSense labeled products are independently certified to perform well—in this case, showers will provide the spray force and water coverage you’ve come to expect.

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<sup>1</sup> Shelton Group. 2012. *Eco Pulse™ Study*.

