



## PHOSPHATE CLEANSE

### Why Phosphate Cleanse?

Because results matter, but so does the price you have to pay to get them. AquaDocs Phosphate Cleanse was made to help each and every aquarium hobbyist **achieve the best results possible**, while spending the least amount of money to do it. During my 20 years in the aquarium industry I have seen so many people buying overpriced phosphate removal products, myself included during that time! For the past 10 years I have owned and operated Aquarium Effects, a Custom Aquarium Management Firm in the Greater Toronto Area. During those 10 years I have routinely purchased thousands of pounds of expensive phosphate removal media for my clients aquariums. I thought to myself...there just has to be a less expensive way!

I didn't want to compromise on quality or efficiency just to save a few bucks. I required something that worked just as well, if not better than any brand name product out there. It took a lot of time and effort to locate a high quality, high capacity product that could out perform the best phosphate removal products the market had to offer. I ordered countless samples, from countless countries to test for solubility, quality, and efficacy. During my search I found many recycled and subpar ferric oxides. Many were too fine, too soluble, and very ineffective at removing adequate amounts of phosphate from the water. I was becoming very frustrated because nothing measured up to my expectation that is until I came across what is now referred to as AquaDocs Phosphate Cleanse!

## **What's it made of?**

A common question people always ask is “What’s it made of?” AquaDocs Phosphate Cleanse is ***not a generic recycled ferric oxide*** that turns to dust when you use it. AquaDocs ***Phosphate Cleanse is a pure Ferric OxyHydroxide (FeO(OH))***. An iron-based medium specifically used for effective and efficient adsorption of trace (ppb range) levels of phosphate, arsenic, and other various heavy metals. Phosphate Cleanse has the perfect particle size (sieve analyses): of 1 – 2 mm. It also has the advantage of low solubility while being super durable for any filtration applications. Phosphate Cleanse is even durable enough for regular use in tumbling reactor chambers!

## **Why would I switch brands for something new?**

Switching from the product/brand you are using currently is not always an easy decision to make, but I guarantee that when you do, you will not be disappointed. The absorption quality and capacity of AquaDocs Phosphate Cleanse is simply amazing, plus it holds on to every last part per billion it grabs onto. Phosphate Cleanse does not release any phosphate back into the water column like some other phosphate removal medias do. While being one of the best phosphate removal products available today, AquaDocs Phosphate Cleanse can also be proud of delivering the best overall value to our customers. Our biggest goal at AquaDocs was simple, we set out to ***minimize cost while maximizing results***. We are proud to say that we have succeeded in doing just that. ***We have delivered a product that does more and costs less*** because in the end results matter, but so does the price you have to pay to get them.

## **The packaging looks cheap compared to the brand that I use now**

We had 2 key goals on developing this product for our customers. Goal number one was to ***never compromise on the quality*** of the product we would choose to remove the phosphate; the second was to ensure our customers ***the lowest possible end cost***.

We knew that the type and style of packaging had the potential to greatly increase a customers end cost. Packaging needs to be durable, economical and have the ability to be resealed in order to maintain product freshness and prevent spillage. AquaDocs reseal able foil packaging accomplishes every aspect necessary. It maintains the Phosphate Cleanse's quality, and the quality seal ensures that the product stays in the bag after you are done using the amount you need for your size of aquarium. Best of all this efficient and effective packaging defied causing a major impact on our end cost, allowing us to deliver on our promise to you; to deliver ***the best product for the lowest possible price!***