

look for



Introducing the

# WaterSense® Label

It's easy for consumers to make smarter choices when it comes to using water. By looking for the WaterSense label, consumers can purchase products that use 20 percent less water and perform as well or better than standard models. Consumers can save water, energy, and money on utility bills by using WaterSense labeled products, services, and water-efficient practices.

By using water-efficient products and practices, consumers save natural resources, reduce water consumption, and save money. In order to realize these savings, consumers need to be able to identify products, new homes, and programs that use less water while performing as well as or better than standard models.

The WaterSense label was created as a symbol for high-performing, water-efficient products and water-saving programs. WaterSense, a partnership program sponsored by the U.S. Environmental Protection Agency (EPA), is making it easy to find and select water-efficient products with a label backed by independent certification.

In order to use the label, an organization must sign a WaterSense partnership agreement. Among other things, the partnership agreement defines the roles and responsibilities of EPA and the partnering organization, as well as proper use of the label on products, on packaging, and in marketing and other promotional materials. Products that bear the WaterSense label meet EPA's criteria for water efficiency and performance.

WaterSense labeled products have been independently certified to use 20 percent less water and perform as well as or better than standard models. WaterSense also offers a label for new single-family homes and multi-family units that include WaterSense labeled products, efficient hot water delivery systems, water-smart landscapes, and other water-efficient features.

In addition, WaterSense labels professional certification programs that highlight water-efficient irrigation technologies and practices.

Whether you're looking to replace older bathroom fixtures or upgrade to a more water-efficient irrigation system, choose WaterSense labeled products or professionals certified by a WaterSense labeled program. WaterSense labeled product models are available at a wide variety of price points and styles. In many areas, utilities offer rebates and vouchers that can further lower the cost.

For more information or a list of WaterSense labeled products, visit [www.epa.gov/watersense](http://www.epa.gov/watersense).

