**Subject Line:** Do You Know the Key Values?

**Body:**

Regular testing is key to safe water and knowing the key values and target ranges for water chemistry is a necessity to maintaining a healthy [swimming/spa] environment.

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| **WATER QUALITY GUIDELINES FOR POOLS & SPAS** |
| **PARAMETER** | **MINIMUM** | **IDEAL** | **MAXIMUM**  |
| Free Chlorine (FC) ppm (pools) | 1 | 2 – 4 | 5 |
| Free Chlorine (FC) ppm (spas) | 2 | 3 – 5 | 10 |
| Total Chlorine (TC) ppm | 1 | 2 | 5 |
| Total Bromine (Br) ppm | 2 | 4 – 6 | 10 |
| pH | 7.2 | 7.4 – 7.6 | 7.8 |
| Total Alkalinity (TA) ppm | 60 | 80 – 120 | 180 |
| Total Hardness (TH) ppm | 150 | 200 – 400 | 800 |
| Cyanuric Acid (CYA) ppm | 0 | 30 – 50 | 100\* |
| \*Dictated by state or local codes. Typically, 100 ppm. (Some codes are higher, some are lower.) |

If you have any questions about testing, please contact our store at [xxx-xxx-xxxx] or stop by for a visit.

We look forward to seeing you soon!

Your friends at [Dealer Name]