

# ALGAE STARTS BEFORE YOU SEE IT



Algae does not start when the water turns green. It starts before that. As temperatures rise, early-stage algae begins to form even in water that still looks clean. At the same time, April brings another challenge, pollen. Pollen loads the water, clouds it quickly, and creates the perfect environment for algae to take hold. If you wait until you see the problem, you are already behind. **Start early. Stay in control.**

## CLEAN



- Complete algae elimination across the entire pool system
- Kills algae in the water, filter, and all surfaces
- Stops blooms fully, not partially
- Designed for total reset and control

## POOL RESCUE



- Quickly breaks down and removes pollen and fine debris
- Clears cloudy water fast
- Eliminates lingering dead algae in the water
- Restores clarity quickly and efficiently



STAY AHEAD OF ALGAE.  
STAY AHEAD OF POLLEN.  
START THE SEASON CLEAN WITH  
**RETHINK**

### WHY THIS DRIVES VALUE

For Service Professionals and Retailers

- Clears early algae outbreaks
- Handles pollen quickly and effectively
- Reduces callbacks
- Faster cleanups and clearer water
- More predictable service routes
- Better customer experience

New technologies are designed to address the root load first. Remove buildup. Improve filtration efficiency. Reduce shock demand. Deliver faster, more predictable openings.