

SoftPro Addresses Growing PFAS Forever Chemicals & Fluoride Concerns with Advanced Water Filtration Solutions

As PFAS “forever chemicals” and fluoride concerns continue to rise, SoftPro delivers trusted advanced filtration solutions for cleaner, better-tasting water

PHOENIX, AZ, UNITED STATES, July 23, 2026 /EINPresswire.com/ -- As regulatory scrutiny of PFAS forever chemicals intensifies, SoftPro highlights whole-house filtration technologies designed to help homeowners address today's evolving water quality challenges.

Clean drinking water has become one of the most significant public health conversations in the United States. From the U.S. Environmental Protection Agency's (EPA) updated regulations for PFAS (Per- and Polyfluoroalkyl Substances) to increasing consumer awareness surrounding fluoride, chloramines, chlorine, volatile organic compounds (VOCs), microplastics, pesticides, and other emerging contaminants, homeowners are looking beyond conventional municipal treatment and exploring advanced residential water filtration solutions.

Responding to this growing demand for comprehensive water treatment, SoftPro Water Systems continues to provide professionally engineered whole-house filtration systems like [PFAS Forever Chemicals Fluoride Filter](#) that help families improve water quality throughout the home. Rather than focusing solely on drinking water at a single faucet, SoftPro's filtration technologies are designed to treat water entering the entire home, supporting cleaner water for drinking, cooking, bathing, laundry, and everyday household use.



PFAS, often referred to as "forever chemicals," are a large family of synthetic compounds developed for their resistance to heat, grease, oil, and water. For decades, they have been widely used in products including non-stick cookware, stain-resistant fabrics, food packaging, firefighting foams, industrial manufacturing, cosmetics, and numerous consumer goods.

The challenge with PFAS lies in their extraordinary chemical stability. Unlike many contaminants that naturally degrade over time, PFAS can persist in the environment for years or even decades, allowing them to accumulate in groundwater, surface water, soil, wildlife, and potentially the human body.

Growing scientific research and increased environmental monitoring have resulted in heightened public awareness and stronger regulatory attention. In 2024, the EPA finalized national drinking water standards for several PFAS compounds, marking one of the most significant developments in modern drinking water regulation and encouraging utilities and homeowners alike to evaluate long-term treatment strategies.

Why Fluoride Remains Part of the Water Filtration Conversation

Alongside PFAS, fluoride continues to be an important consideration for homeowners seeking greater control over the composition of their household water.

While many public water systems add fluoride as part of community water fluoridation programs, consumer preferences vary. Some households choose to reduce fluoride concentrations through specialized filtration technologies, particularly when seeking broader contaminant reduction from a single whole-house system.

Unlike chlorine, fluoride is considerably more challenging to remove using standard carbon filtration alone. Effective reduction typically requires specialized filtration media or advanced treatment technologies specifically engineered for dissolved fluoride ions.

SoftPro's Multi-Stage Approach to Residential Water Filtration

Recognizing that modern water quality concerns extend beyond a single contaminant, SoftPro has developed filtration solutions that incorporate multiple treatment technologies designed to address a broad spectrum of water quality issues.

The [SoftPro Fluoride & Chlorine+ SUPER Filter](https://www.softprowatersystems.com/) combines catalytic carbon media with bone char filtration technology, creating a dual-media treatment approach engineered for municipal water supplies. According to SoftPro (<https://www.softprowatersystems.com/>), this system is designed to reduce fluoride while also targeting chlorine, chloramines, PFAS, chemical tastes and odors, pesticides, herbicides, pharmaceutical residues, and other common contaminants found in city water.

Unlike conventional point-of-use filters, SoftPro's whole-house systems are designed to deliver treated water throughout the residence while maintaining strong water flow for showers, appliances, kitchens, and bathrooms. The company's upflow filtration design increases contact time between water and filtration media, supporting more efficient contaminant reduction and longer media life.

Looking Beyond Taste and Odor

For many years, homeowners primarily purchased water filters to improve taste and remove chlorine odors. Today's water quality landscape has changed considerably.

Consumers increasingly evaluate filtration systems based on their ability to address a wider range of contaminants, including:

- PFAS (Forever Chemicals)

- Fluoride

- Chlorine

- Chloramines

- Heavy metals

- Pesticides

- Herbicides

- Volatile Organic Compounds (VOCs)

- Pharmaceutical byproducts

- Sediment

- Unpleasant taste and odor

As a result, demand has shifted toward integrated treatment systems capable of addressing multiple contaminants simultaneously rather than relying on basic carbon filtration alone.

The Importance of Choosing the Right Water Treatment System

Water quality varies significantly depending on location, municipal treatment practices, local infrastructure, groundwater conditions, and household plumbing.

For that reason, SoftPro encourages homeowners to begin with comprehensive water testing before selecting any filtration solution. Understanding the specific characteristics of a home's water supply helps determine which treatment technologies are most appropriate and ensures filtration performance aligns with household needs.

Consumers should also consider factors including system capacity, flow rate, maintenance requirements, media lifespan, installation, and applicable NSF/ANSI performance certifications when comparing residential water treatment options.

Supporting Informed Water Quality Decisions

As awareness surrounding PFAS, fluoride, and emerging contaminants continues to grow, homeowners are placing greater emphasis on long-term water quality strategies that extend beyond municipal treatment alone.

SoftPro remains committed to helping consumers better understand today's evolving water challenges through educational resources and professionally engineered whole-house filtration solutions. By combining advanced filtration media, whole-home treatment capabilities, and technologies designed to address modern contaminants, SoftPro continues to support homeowners seeking cleaner, better-tasting water throughout every tap in the home.

For homeowners researching PFAS forever chemicals, fluoride filtration, whole-house water filters, catalytic carbon filtration, bone char media, and comprehensive residential water treatment, SoftPro continues to provide solutions designed for today's increasingly complex water quality environment

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