



Rethink what you DRINK

Bottled water is everywhere; in offices, airplanes, stores, homes and restaurants across the country. It's refreshing, calorie-free, convenient to carry around, tastier than some tap water and a heck of a lot healthier than sugary sodas. But more and more, people are questioning whether the water, and the package it comes in, is safe, or at least safer than tap water -- and if the convenience is worth the environmental impact.

Did you know?



The price of bottled water can be up to 7,000 times the cost of tap water per gallon. A gallon of clean, drinkable tap water costs an average of \$.0015, while the price of a gallon of bottled water is up to \$10.00, several times the current price of a gallon of gasoline!



40% of all bottled water is taken from municipal water sources, (aka TAP WATER). Major brands including Aquafina, Dasani & Pure Life start out as plain tap water that has been put through additional filtering and/or additive processes.



17 MILLION barrels of oil are used in the production of water bottles yearly. That's enough to fuel 1 MILLION cars for a full year. It also takes **3x the amount of water to produce the bottle as it does to fill it.** (Nearly 72 BILLION gallons annually).



Most bottled water comes in polyethylene terephthalate bottles (type #1), which are generally safe. However, when these bottles are stored in hot or warm temperatures (i.e. during transport from the manufacturer, or in your car or garage) the plastic may leach chemicals into the water.



Only 1 in 5 plastic water bottles are recycled, and they currently account for 1.5 million TONS of yearly waste. Every second of every day, 1000 people buy & open a plastic water bottle, and 1000 people throw one away. *That bottle that takes just three minutes to drink can take up to a thousand years to biodegrade.*



Bottled Water isn't subject to the same standards as municipal water. The EPA regulates tap water and it is regularly inspected for safety. Bottled water is under the purview of the FDA, which has weaker regulations, and because 70% of bottled water never crosses state lines it is exempt from FDA oversight all together.

What can you do?

If you are worried about the toll your bottled water habit has on you or the earth, try these steps:

- 1. TRY THE TAP AGAIN.** Check it out. If your water comes from a public source (rather than a well), you can request a consumer confidence report at any time from your local water utility.
- 2. GET A CANTEEN.** Carry your plain or filtered tap water in a reusable stainless steel or lined drinking container, and clean it between uses.
- 3. SHOP SMART.** If you must have bottled, look for brands that have NSF certification or belong to the IBWA. Check out the lists of certified brands at nsf.org or bottledwater.org.
- 4. KEEP IT COOL.** Don't drink from a bottle that's been subjected to high temperatures (sitting in your car for example), don't store it where it could be exposed to heat or chemicals, and don't reuse plastic bottles.
- 5. USE A FILTER.** If you don't like the taste of your tap water, invest in a filter and make your very own designer water on demand!