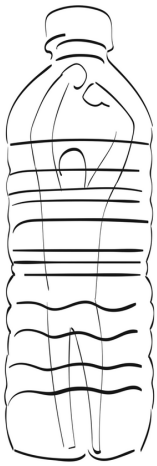
KEEP LIFE OUT OF BOTTLES

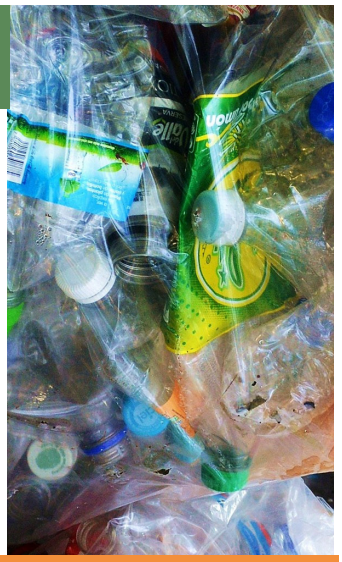
An Overview of the Harms of Bottled Water



A TRIUMPH OF MARKETING

Bottled water's reputation for being clean is based on advertising, not fact. Bottled water has been emptied of the healthy microbes and minerals our bodies need. Bottling corporations race to find the right marketing clichés: "natural", "pure", "pristine", and so on. The decline of public water fountains has been the result of a concerted effort by bottling corporations to misinform the public about the cleanliness of tap water. But some estimates suggest that 25% of bottled water is just bottled tap water!

SHOCKING STATISTICS



- Only 1 in 5 plastic bottles are recycled
- Most tap water is more heavily tested and regulated than bottled water
- It requires 3x the amount of water to produce a plastic bottle as it does to fill it
- Bottled water costs over 1,000+ times more than tap water
- According to the NRDC, one third of bottled waters violate industry standards of water quality

Source: banthebottle.net

A CALL TO ACT

Bottled water can not become the water we rely on in our daily life. Keepers of the Waters helps organize to reclaim our water systems from bottling corporations and spread the idea that clean water is a human right.

I'll be speaking at the **Global Network of Water Museums Conference** in Spain in June. My talk will focus on creating educational platforms to spread water awareness.

Read about the Global Network at **watermuseums.net.**

Support the important work we do at keepersofthewaters.org/donate