

The Water Truth

Bottled Water Myth



TRANSFORMING HEALTH & WEALTH THROUGH INNOVATION

Many people believe that the water we get from coffee, sodas, and energy drinks will be sufficient for the human body to function on optimal levels; but that is incorrect. Simply stated, the water from these beverages is nothing but poor quality distilled water. If you're like most people you probably buy your fair share of bottle water.

Consumption of bottled water in the United States has more than doubled in the last ten years, from 13.5 gallons per person in 1997 to 29.3 gallons per person in 2007. Bottled water is now second only to carbonated soft drinks in annual sales, with 9.4 billion gallons estimated to be sold in 2008. Americans will spend more than \$13 billion on bottled water in 2009 but are the receiving the value they are expecting?

Good Value?

Bottled water is essentially "**dead water**". A recent study showed that over time, cancer-causing toxins such as dioxin leach into the water from the plastic bottle and some of these bottles can sit on the store shelves for months, even years, magnifying the problem. They also found that a lot of the **bottled "spring" waters are just filtered tap water put in a plastic bottle.** More and more studies are appearing everyday that are exposing the myth that bottled water is good for us. **The FDA, which regulates bottled water, even states that "Companies that market bottled water as being safer than tap water are defrauding the American public."** **On average, 25% of the bottled water we find in stores today is nothing more than reprocessed municipal water.** The plants that produce bottled water do not have to be certified and no filtering or disinfecting is required! 22% of bottled water brands tested in one study contained contaminants above state health limits. While the FDA tests bottled water for impurities, it is not required to monitor the water's pH level.

Acidic/Dead Water

The Reverse Osmosis process that is used to "purify" some of these bottled waters can take out some bad stuff, but they also affect the good. Healthy minerals are eliminated as the natural levels in water are altered. Many brands have a pH level below 7. As a result the water is now acidic (oxidizing) which can be detrimental to your health.

Tests have been conducted on some of the world's most popular brands that have shown that very few had a pH level at or above 7.5. Of the more than 60 brands tested, 30 of the brands, (including Fiji, Aquafina, and Perrier) had a pH level below 7.0, meaning they actually are acidic.

Neutral water has a pH balance of 7 and an ideal pH level for drinking water 9.5. Your drinking water pH is important because water is what helps your body run efficiently and it makes up the majority of your body mass. While the analogy is more commonly made with food, putting bad water in your body is like putting bad gas in your car. You wouldn't expect to put cheap or acidic gas into your car and expect it to run like it had premium fuel, but that is exactly what we do when we drink acidic water and keep busy stress-filled schedules.

To make matters worse, the age of bottled water affects its pH level, as do changes in temperature and exposure to oxygen. The higher the pH level, the ORP (antioxidant level), and mineral content in water, the more benefits the body will receive.

An Ecological Challenge

The vast majority (80%) of the 1.5 million tons of plastic used globally each year in water bottles ends up in landfills as a result very few plastic water bottles are ever recycled. The plastic used to make water bottles-polyethylene terephthalate (PET)-is derived from oil and generates 100 times the amount of toxic emissions as the same amount of glass. Finally, the debate is growing on whether the water in the plastic bottles is safe to drink once frozen or even when they overheat.



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