



While most of us agree pure drinking water is vital, pure water is also broad-spectrum to our health. Our bodies are mostly water, i.e., the average adult body is 70% water, and our blood contains 93% - 95% water.

Lacking a pure water source, we could be ingesting and absorbing dangerous chemicals, bacteria, metals, and other contaminants while we drink or prepare food; and at much higher levels, through our skin and lungs when we wash, bathe, or shower, especially with warmer water.

Tap water is no longer a trusted source of at least drinking water, evidenced by the exploding bottled water industry. This is true even though every city water utility in the U.S. is processing and treating water by various means, to meet the “clean water” guidelines as set forth by the EPA (Environmental Protection Agency).

The EWG (Environmental Working Group) performed an analysis of more than 22 million sample quality tests, “A National Assessment of Tap Water Quality”, and their chief finding was “More than 140 contaminants with no enforceable safety limits were found...” In addition to the 119 contaminants that have water safety regulations, brings this total to over 260 different contaminants noted on this one study. Other studies have revealed up to thousands of contaminants.

The Washington Post quotes Jim Elder, who headed the EPA’s drinking water program in the early nineties, as saying “I fear for the safety of our nation’s drinking water. Apparently it’s a real crapshoot as to what’s going to come out of the tap and whether it will be healthy or not.”

Bottled water carries the “good” water message, but in most cases, tap water ad-

heres to stricter purity standards. Bottled water has become known as the “healthy favorite” and this industry has grown over 300% in the last ten years, reaching 10 billion wholesale dollars in 2005.

The definition of bottled water is “drinking water packaged in bottles for individual consumption and retail sale”. However, water used in the bottling process may be from any source, including spring water, well water, purified water, municipal water, or even untreated water. An NRDC (Natural Resource Defense Council) earlier study tested 38 brands of California bottled waters, several violated the California bottle water standards, and contaminants were evidenced. Bottled water has become overpriced, under tested, and served up in questionable plastic bottles as a food group.

This does not mean every bottled water is unhealthy, it means “consumer beware”

in an industry where there are regulatory gaps between states and federal agencies resulting in careless products with misleading labels and misleading source water. The EPA has no authority over bottled water.

Water Filters have become inadequate and Health Systems are gaining popularity. Health Systems with cutting edge technology utilizing all 4 KDF media (Kinetic Degradation Fluxion) combined with GAC (Granulated Active Carbon), are gaining recognition as being both filtering and successfully purifying, i.e., removing chemicals, metals, bacteria, nitrates, as well as many other contaminants.

Health systems and filtration systems are either Point of Use (POU), at a specific faucet or showerhead for apartment dwelling, and as Point of Entry (POE) for residential, schools, and commercial use. Filtering will remove contaminant specific such as a showerhead will remove chlorine, versus a Health System will deliver pure water, i.e., POE delivers through every faucet in our home or commercial building.

Perhaps focusing our spending and demonstrating need, the same way we encouraged sales of healthier foods, will increase the sales of Health Systems, ensuring a much healthier future, one we all benefit clean water in our homes, schools and places of business. •

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www.epa.gov/water

www.organicconsumers.org

www.bottledwater.org

www.washingtonpost.com/wp-dyn/articles/A7094-2004Oct4.html

www.en.wikipedia.org/wiki/Bottled_water

www.ewg.org/sites/tapwater/

www.earthday.net/UER/report/1_water.html

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