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April 20, 2015

Ms. Felicia Marcus
Chair
State Water Resources Control Board
1001 I Street
Sacramento, CA 95814

Via email: Felicia.Marcus@waterboards.ca.gov
info@waterboards.ca.gov

Dear Ms. Marcus,

As the vice president of communications for the International Bottled Water Association (IBWA), I wanted to reach out to you directly regarding your comments about bottled water in an April 6, 2015, CBS San Francisco article, "[Online Petition Calls Out Nestlé For Bottling California's Water, Selling It For Profit During Drought.](#)"

We very much appreciate your recognition of bottled water's important role as a source of clear, reliable, safe, and convenient drinking water. Ensuring that bottled water is available to consumers wherever packaged beverages are sold is vital to many people.

I also wanted to provide you with some important information about the regulation of bottled water. Your quote in the article, that, "There's the fact that tap water meets stricter standards in some ways," is actually not correct.

Bottled water is comprehensively regulated by the U.S. Food and Drug Administration (FDA) as a packaged food product. By federal law, FDA regulations governing the safety and quality of bottled water must be at least as stringent as the U.S. Environmental Protection Agency (EPA) standards for tap water. And, in some very important cases like lead, coliform bacteria, and *E. coli*, bottled water regulations are substantially more stringent than EPA standards for tap.

Many consumers also choose purified bottled water, which is often sourced from municipal water systems. However, purified bottled water is not just tap water in a bottle. Once this water enters the bottled water plant, several processes are employed

to ensure that it meets the FDA purified water standard. These treatments may include one or more of the following: reverse osmosis, distillation, micro-filtration, carbon filtration, ozonation, and ultraviolet (UV) light. The finished water product is then placed in a bottle under sanitary conditions and sold to the consumer.

As Americans are making great efforts to choose healthier foods and beverages, one of the simplest changes is to switch to drinking water instead of other beverages that are heavy with sugar and calories. For those who want to eliminate or moderate calories, sugar, caffeine, artificial flavors or colors, and other ingredients from their diet, choosing water is the right choice – whether from the tap or in a bottle. Bottled water is a smart decision and a healthy choice when it comes to beverage options.

You can learn more about bottled water by visiting www.bottledwater.org. Please let me know if I can be of any further assistance.

Sincerely,

Chris Hogan
Vice President of Communications
International Bottled Water Association
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