



It's Healthy To Think About Water.

Diabetes. Obesity. Heart disease. America's declining health is in the headlines every day. At a time when one of the greatest challenges facing this country is the health of its people, it's time to think about water. Calorie-free, refreshing water. Whether it comes from a faucet or a bottle, drinking water is an easy step people can take to lead a healthier lifestyle.

When we drink any beverage, it's likely to come out of a bottle or a can. In fact, 70% of all beverages consumed are from a container. That's a result of our 24/7, on-the-go society. So, as far as we're concerned, the drink in everyone's purse, backpack and lunch box should be water.

Bottled water is always there when you need it. During emergencies, such as earthquakes, floods, fires, tornados or hurricanes, the bottled water industry has provided millions of bottles of water to people and communities in need.

As more people choose to drink water, we must continue to protect and preserve the environment. The bottles our member companies produce are 100% recyclable. We use lightweight plastic bottles and the bigger containers found on bottled water coolers in many homes and offices represent the largest reusable bottle business in America.

The International Bottled Water Association (IBWA) supports new, more comprehensive recycling laws to reduce the amount of plastic waste in our environment. We are committed to working with other industries, local governments and individuals to improve plastic recycling rates, educate consumers, and create even more opportunities for people to recycle at home and on the go.

We realize that there are many different points of view on these issues. We want to hear your thoughts.

Together, let's take those steps that can improve our health and the health of our planet. Calorie-free, refreshing water – it's really what's best.

For more information and to share your ideas about water, please visit www.bottledwater.org.