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Sarah Schneider
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Dear Ms. Schneider:

Thank you for bringing attention to the discussion about proper hydration and Americans' move toward healthy hydration choices. Your video on CollegeHumor.com, "[Why You Don't Need 8 Glasses of Water a Day](#)," while intended to educate consumers with humor, gets several bottled water facts wrong. I am writing to provide you with information about the important topics raised in the video.

Drinking water is one of the best ways to begin leading a healthier lifestyle. Scaring people about the very low dangers of severe dehydration does the public a disservice by discouraging them from drinking water – whether tap, bottled, or filtered. While using one's thirst as a guide to staying hydrated is useful for many people, it is not always appropriate for everyone, including the elderly.

The shift away from sugary beverages toward healthy, reliable, and convenient bottled water is largely driven by an on-the-go society that is looking for alternatives to packaged sweetened beverages. Consumers choose bottled water for several reasons, including its refreshing taste, reliable quality, zero calories and additives, and convenience.

Encouraging people – especially kids – to drink water instead of sweetened, caloric drinks is regularly cited as a key component of a more healthful lifestyle. According to the Institute of Medicine and the American Journal of Preventative Medicine, one-third of American adults are overweight and another one-third is obese. And, over the last 30 years, children's obesity rates have climbed from 5 percent to 17 percent.

There is also science that backs up the importance of consuming the right amounts of water.

The European Food Safety Authority (EFSA) issued a report in 2010 titled "Scientific Opinion on Dietary Reference Values for Water." According to the report, adequate intakes of water and

beverages for men would be 108.2 ounces per day (3.2 L per day) and 81.1 ounces per day (2.4 L per day) for women.

In 2004, The National Academy of Sciences (NAS) published an assessment of the recommended dietary intake of total water. According to the NAS report, adequate intakes of water and beverages would be 101.4 ounces per day (3.0 L per day) for men and 74.4 ounces per day (2.2 L per day) for women.

So, if one wanted to meet their daily hydration requirements by consuming water, whether they followed the EFSA or NAS recommendations, the amount of water needed would be more than the eight glasses that CollegeHumor.com criticizes in its video.

Your video's assertion that the bottled water industry is helping to manufacture an unhealthy level of fluid consumption is completely false, misleading, and unfounded. In today's on-the-go society, most of what we drink comes in a package. Why promote less healthy options among other packaged beverages which have more packaging, more ingredients, and greater environmental impacts than bottled water?

Thank you for reading and giving our concerns your attention. I respectfully request you update the story and provide your readers with a more complete picture of bottled water. I am happy to speak with you directly should you wish to discuss any of these points or answer other questions you may have.

You can learn more about bottled water by visiting www.bottledwater.org.

Sincerely,

Chris Hogan
Vice President, Communications
International Bottled Water Association