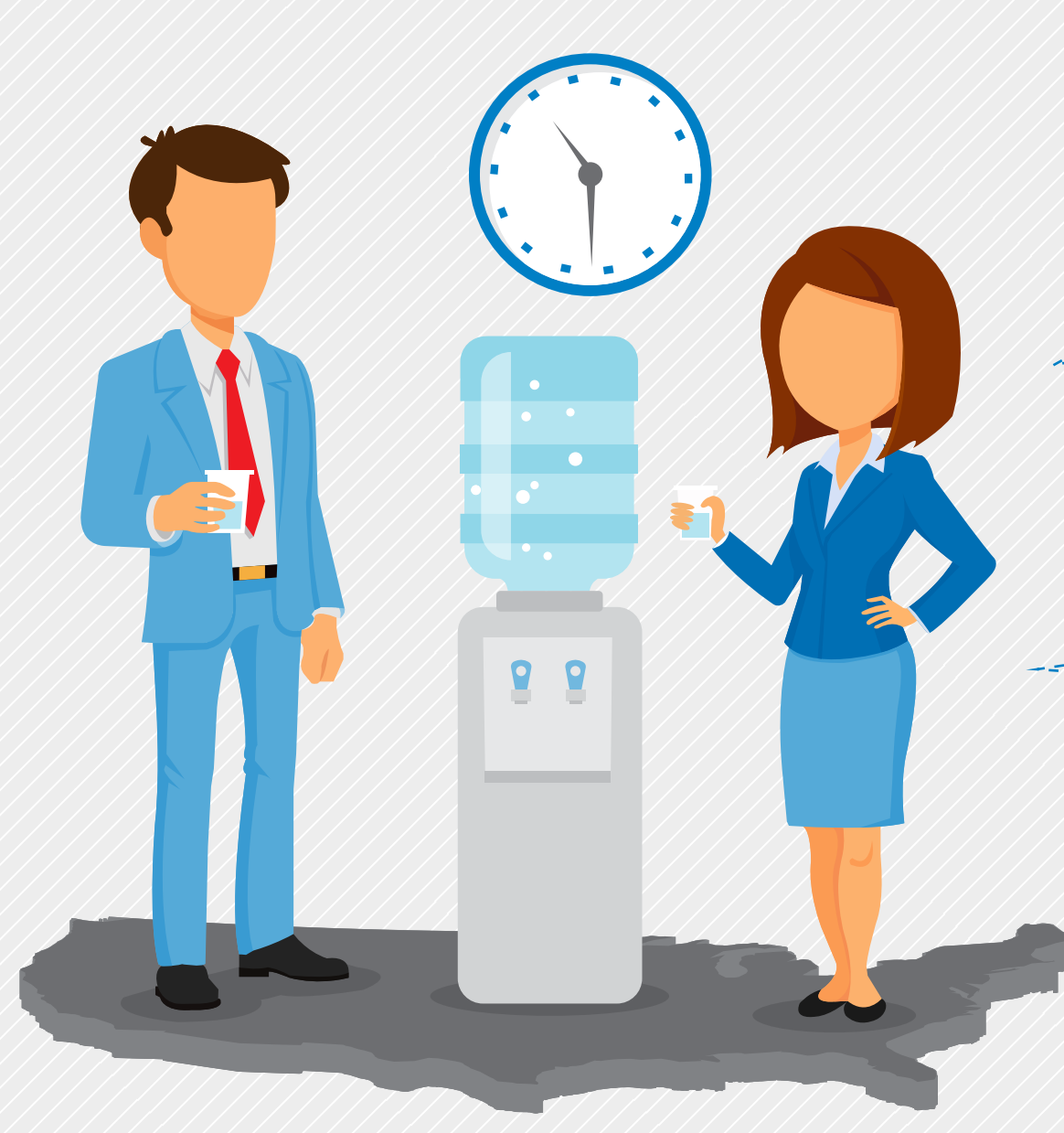




THE AWFUL TRUTH ABOUT BOTTLED WATER



Did you know...
in 1976, the average American consumed about **1.5 GALLONS** of bottled water per year.

In 2016, that number grew to **39.3 GALLONS** per person per year.

In fact, **15%** of Americans say they only drink bottled water.



WHY IS BOTTLED WATER SO POPULAR?

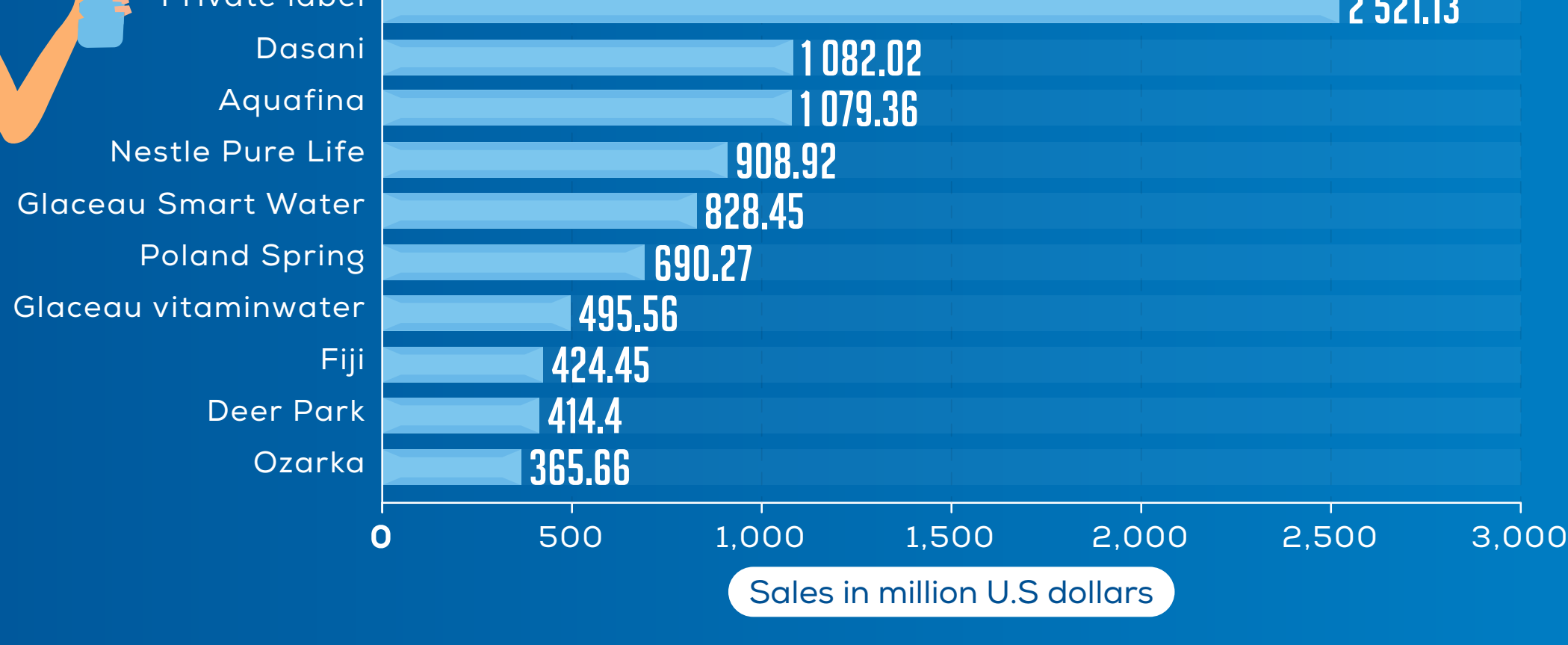
- A healthier alternative to soda
- More convenient than the tap.

BUT... DO YOU REALLY KNOW THE WHOLE TRUTH ABOUT BOTTLED WATER?

IT'S A HUGE RETAIL MARKET



Sales of the leading bottled still water brands in the United States in 2017 (in million U.S dollars)



Bottled water makes up **25%** of all grocery store sales.

IT COSTS MORE



Bottled water can cost from **240 TO 10,000** times higher than what you pay for tap water.

IT'S BAD FOR THE ENVIRONMENT

Every time you buy a plastic bottle, you are using some of the world's limited supply of oil.

Americans recycle only **1 OUT OF EVERY 6** plastic bottles...

...and trash about **24 BILLION** of bottles of water each year in the U.S. alone.



IT MAY NOT BE SAFER THAN TAP



At least **1 IN 4** bottles of water contains tap water.

Tap water must meet higher safety standards than bottled water.

Plastic drinking bottles contain many chemicals, some of which interfere with hormones in the body.

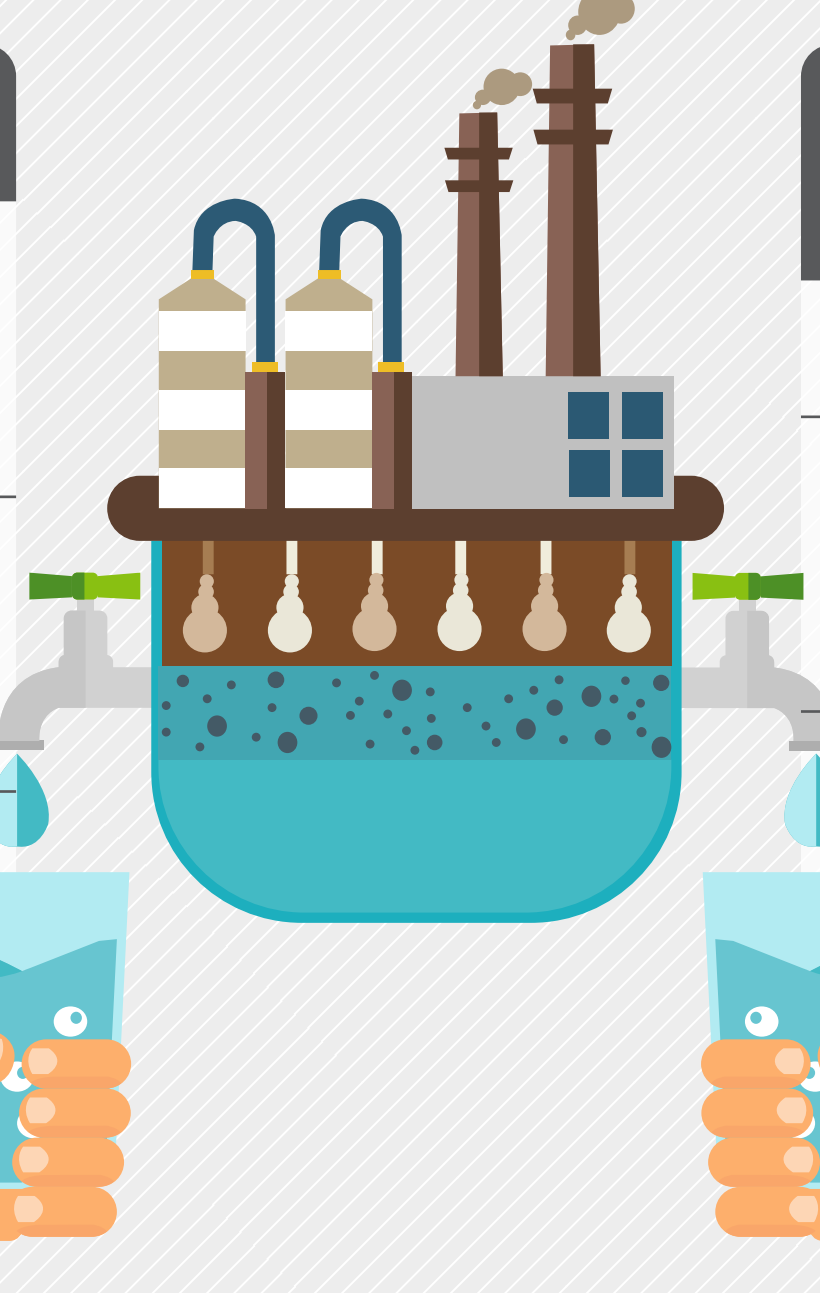
ALTERNATIVES TO PLASTIC BOTTLED WATER

FILTERED WATER

More consistent removal of contaminants

More control of filtering process and options for consumers

Good for the environment



REUSABLE METAL WATER BOTTLES

No harmful plastic

Refill with filtered tap water from anywhere

Some reusable water bottles include a filter

**What's stopping you from breaking the habit?
Stop buying the same water that you already have from your faucet!**

AXEON
WATER TECHNOLOGIES

SOURCES:
<https://www.statista.com/topics/1302/bottled-water-market/>
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<https://www.theatlantic.com/video/index/278580/why-is-bottled-water-so-expensive/>
<https://www.livestrong.com/article/183101-the-negative-effects-of-using-plastic-drinking-bottles/>