

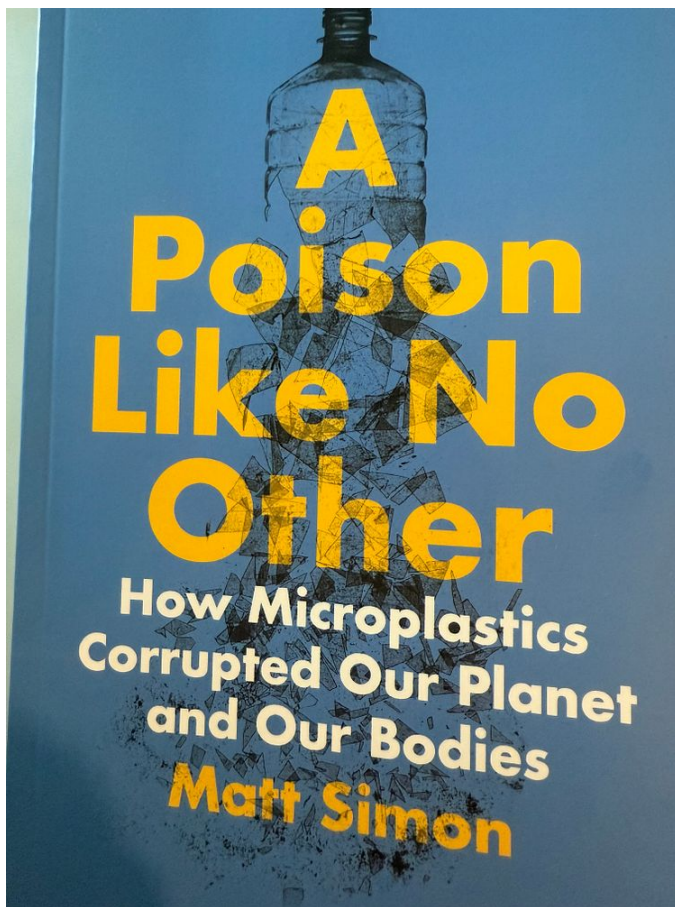


For over a decade Bluewater innovative water dispensers have been helping major sporting events, large scale conferences and major venues turn the tide of single use plastic bottle use

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## A Poison Like No Other: A Wake-Up Call We Can No Longer Ignore

At Bluewater, we've made it our mission to end the need for single-use plastic bottles, not just as a matter of business, but as a moral imperative, writes *Dave Noble, Chief Communications Officer, Bluewater*. Every now and then, a book comes along that crystallizes why that mission is so urgent. *A Poison Like No Other* by science journalist [Matt Simon](#) is one of those books – and it should be required reading for anyone who still questions the devastating impact of plastics on our planet and our bodies.



Simon meticulously exposes the harsh reality of microplastic pollution — a crisis that has quietly escalated into one of the greatest threats to human and environmental health. With compelling storytelling and rigorous research, he lays bare how microplastics have become omnipresent: in the food we eat, the water we drink, and even the air we breathe. They've been found in unborn babies, in the deepest ocean trenches, and on the peaks of remote mountaintops. It's a story of planetary contamination on an unimaginable scale.

Perhaps the most disturbing aspect Simon reveals is how easily this could have been mitigated — and how often it has been downplayed by industry lobbyists eager to protect the status quo. The book is a direct challenge to those who still defend the myth that single-use plastic bottles are not as harmful as environmentalists claim. The evidence says otherwise. Over **600 billion** plastic bottles are produced every single year. Many of them end up as microscopic fragments that linger in our ecosystems and our bodies for generations.

At Bluewater, we have no vested interest in Simon's publisher, nor do we sponsor him in any way. But we wholeheartedly admire his diligent, clear-eyed journalism and his urgent call to action. His voice strengthens the growing consensus that the age of single-use plastics must end.



We founded Bluewater in 2013 to be part of the solution. Under the visionary leadership of our founder and CEO, **Bengt Rittri** – a recognized Swedish *ecopreneur* and founder of clean air trailblazer **Blueair** – we’ve committed ourselves to designing and delivering innovative water purification and beverage solutions that make it easy, safe, and sustainable to ditch plastic bottles for good at home, work, and play. Bengt’s work has been recognized globally by organizations and publications such as *Sublime Magazine* for his pioneering contributions to a cleaner, healthier planet.

Our message is simple, but urgent: **There is no longer any excuse for using single-use plastic bottles.**

We have the technology. We have the alternatives. What we need now is the collective will – from consumers, companies, and governments alike – to change how we hydrate, how we consume, and ultimately, how we protect our future.

Let *A Poison Like No Other* be your wake-up call. Let’s refuse to be part of the microplastic horror story. Let’s act now, together

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Founded 2013 in Stockholm, Sweden, Bluewater has set its sights on being the world’s most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for home, work, and play. Bluewater products are available globally to consumers, hotel and catering operations, event and venue organizations, and educational institutions. [www.bluewatergroup.com](http://www.bluewatergroup.com)<sup>[1]</sup>

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