



Bluewater



Not all drinking water is created equal says Bluewater, and warns tap and bottled may well contain harmful contaminants from toxic chemicals to microplastics.

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## **New Year, New You: Commit to Hydration with Award-Winning Bluewater SuperiorOsmosis® Technology**

As we enter a new year, many of us think about enhancing our health, well-being, and physical and mental performance. Popular resolutions often include exercising more, reducing stress, or cutting back on alcohol—all admirable goals. However, one often overlooked cornerstone of health is proper hydration. This year, Bluewater challenges you to prioritize the elixir of life: great-tasting, contaminant-free water.



Water is fundamental to our bodies' physical and mental well-being, influencing everything from blood pressure to kidney function, joint health, gut balance, cognitive performance, and even the glow of our skin. However, let's face it, not all water is created equal. Traditional tap and bottled water can contain harmful contaminants like PFAS ("forever chemicals") and microplastics, posing risks to human health and the environment.

That's where Bluewater's groundbreaking SuperiorOsmosis™ water purification technology comes in. Unlike standard purification systems, this proprietary technology efficiently and effectively removes toxins and impurities from tap water, ensuring every sip is as pure and refreshing as nature intended. Bluewater also takes hydration a step further with its LiquidRock™ mineral, harvested from ancient mountains in northern Sweden. These minerals, formed millions of years ago, enhance your water with a balanced mineral profile that supports optimal health and well-being, making Bluewater's products unique and intriguing.

Proper hydration isn't just about feeling good today—it's about setting yourself up for better performance, sharper focus, and a renewed sense of vitality in every aspect of life. By committing to drinking high-quality water over the coming year and beyond, you will be investing in your long-term health and well-being.

Bluewater isn't just about personal health—it's about protecting our planet. On a mission to eliminate single-use plastic bottles, Bluewater is a leader in sustainable hydration solutions. The company's range of sustainable bottles,

made from stainless steel or glass and using silicon sealants, not only provide a healthier alternative to plastic but also contribute to reducing plastic waste and protecting our ecosystems for future generations.



Bluewater stainless steel bottles are covered by a lifetime warranty, ensuring your commitment to the environment is a lasting one.

Throughout 2025, Bluewater commits to continuing its journey of innovation, impact, and transformation from a water purification-focused company to a beverage enterprise working to enhance human and planetary health and well-being. By making Bluewater a cornerstone of your health and wellness goals, you'll get nothing less than superior hydration solutions.

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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)[IG1]

## Contacts



### **David Noble**

Press Contact

PR & Communications Director

Public relations and corporate communications

[david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com)

+44 7785 302 694