



Bluewater



Is the tap water drink we drink threatening our species due to tasteless, unseen contaminants from PFAS chemicals to hormones and lead?

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## The global plastic calamity

*Are we committing species suicide, asks Bluewater communications chief Dave Noble in the following blog post.*

It sounds dramatic. I know. But after watching *The Plastic Detox* on Netflix, I couldn't shake the question. And the more I thought about it, the harder it became to dismiss.

My honest answer, based on what I've seen over the years working in this space, is yes. Or at the very least, we are heading in that direction far faster

than many people realise.

I've been part of Bluewater since we launched in 2013. From day one, we took a clear position against single-use plastic bottles. Not because it was trendy or good for marketing, but because the evidence was already there. Plastic wasn't just polluting oceans. It was entering our bodies.

Back in 2020, we published our White Paper, *The Global Plastic Calamity*. It was co-written with one of the world's leading experts on hormones and human health. The message was blunt even then. Chemicals from plastics were interfering with our biology in ways we didn't fully understand, but the direction of travel was clear.

Fast forward to today, and the data is harder to ignore.

Sperm counts have dropped by more than half since the 1970s. The decline is speeding up. Infertility now affects one in six people globally. That is not a niche issue. That is a global health crisis.

So what's driving it?

A growing body of research points to endocrine-disrupting chemicals. These are found in everyday plastics. They leach into food, into water, and ultimately into us. They interfere with hormones, which control everything from development to reproduction.

This is not just about turtles or floating waste patches in the ocean. It's about our own health. Our ability to have children. The long-term future of our species.

I'm not sharing this to alarm for the sake of it. I'm sharing it because awareness matters. Action starts with understanding.

So here's my ask.

Take an hour and watch *The Plastic Detox*. Or read our White Paper. Look at the evidence yourself. Then ask what role you play, as an individual or as a business, in reducing reliance on single-use plastic.

At Bluewater, we've made our choice. We focus on clean, safe drinking water without the need for plastic bottles. It's one step, but it's a meaningful one.

The bigger question is whether enough of us are willing to take steps of our own.

Because this is no longer about convenience.

It's about consequences. For us. Our children and their kids. Our planet.

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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>[IG1]</sup>

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