



We all need to hydrate with water. But what's really in our tap water?

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## Why What's in Your Water Matters More Than You Think

We've all heard it: drink more water. Good advice. But here's what most of us overlook – what's actually in that water?

Take fitness enthusiasts. A 2021 Harris Poll revealed that 93% of individuals who train intensely recognize the importance of hydration in enhancing performance and recovery. Yet almost half still believe fizzy or energy drinks work just as well post-workout. That gap says a lot. We talk plenty about drinking *more* fluids, but far less about the *quality* of those fluids.

And purity matters. Tap water can carry “forever chemicals” (PFAS), microplastics, and even traces of heavy metals. Bottled water isn’t a safe bet either – researchers are now finding plastic particles not only in bottles but in our bloodstreams. Imagine investing time and money into exercise, nutrition, and recovery... only to wash it all down with contaminated water.

Now think about your own routine. Maybe you’ve spent on running shoes, protein powders, sleep apps, and even a personal trainer. But when it comes to hydration – the foundation of it all – many of us just reach for whatever’s easiest: tap, bottled, maybe a sports drink. It’s like fuelling a high-performance car with cheap petrol and wondering why it lags.

Bluewater takes water purification to a whole new level with its proprietary [SuperiorOsmosis™](#) tech. Unlike traditional reverse osmosis systems, it delivers water that’s not only purer but also fresher-tasting, using far less energy and wasting far less water in the process. The result? Pure hydration that supports your health and wellbeing while treading lighter on the planet. And because it all comes from a sleek, compact under-sink unit, you get powerful, sustainable performance without cluttering your kitchen or disrupting your routine.

Electrolytes add another layer. Your body needs minerals like potassium, magnesium, and calcium to support energy, focus, and muscle recovery. Without them, fatigue sets in faster. But here’s the catch: electrolytes only work at their best when carried in water that’s clean to begin with.

One gym-goer described Bluewater’s purified, re-mineralized water as “lighter” and “refreshing without the bloat.” Another compared it to alpine spring water. Small details but telling.

When water is truly clean and balanced, your body notices. That’s why Bluewater doesn’t just purify tap water – it restores it with its unique Swedish mineral blend, [LiquidRock™](#). With an optimal 2:1 ratio of calcium to magnesium, harvested from deep mountain bedrock, the result is a naturally balanced profile that stays pure and unaltered.

Finally, there’s another win from purifying tap water so it is fit for task: less reliance on single-use plastic bottles. Better for you, better for the planet.

So, the next time you refill your water bottle – at home, at work, or after training – ask yourself: Is this water boosting your performance, or quietly holding you back? Hydration isn't just about drinking more. It's about drinking better.

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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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