




Bluewater

- Over 60% of the human body is water
  - The brain and heart comprise 73% water, the lungs about 83%, skin 64%, muscles and kidneys 79%, and bones 31%
  - Water is a vital nutrient to every cell, serving as a building material
  - It regulates our internal body temperature by sweating and respiration
  - Water metabolizes and transports the carbohydrates and proteins that our bodies use as food through the bloodstream
  - The liver retrieves toxins from the bloodstream and converts them into water-soluble substances excreted through urination
  - A human can survive 3 – 4 days without water
  - Not having enough water in our bodies is the primary cause of fatigue
  - Stay safe, healthy and hydrated
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Bluewater underlines the importance of staying properly hydrated when suffering a fever

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## Bluewater adapts to Coronavirus threat with proactive support for trade customers and employees

Stockholm, Sweden, Friday, March 13, 2020 – [Bluewater](#), a world leader in residential and commercial water purification technologies, today joined the fight against Coronavirus.

Bluewater has launched a series of initiatives designed to support European dealerships helping customers confined to their homes access pristine, contaminant-free drinking water.

Additionally, the company is prioritizing employee health and wellbeing during the fast-developing Corona ([Covid-19](#)) outbreak by putting national and cross-border travel on hold as well as encouraging remote working.

“We are tilting our efforts to ensure our dealer organization does not suffer stock-outs during Covid-19,” said Bluewater communications chief, Dave Noble.

He said Bluewater was offering trade customers across Europe unique deals and terms to help them navigate their way through the pandemic and ensure they had the stock to meet customer demands for water delivery solutions.

Mr. Noble noted that general medical advice for anyone suffering a fever is to drink plenty of fluid. But not all fluids are the same, he said, and some drinks like ginger ale could possibly contribute to dehydration.

“Water is a life essential, so it’s important to not only drink water but also to ensure the water you are drinking is free of any contaminants that may negatively impact those with a weakened immune system,” Noble suggested. He added that drinking hot tea and soups using the pristine water produced by Bluewater’s state-of-the-art reverse osmosis purifiers may be just as hydrating as plain water.

“Our message to the market is that Bluewater is responding to the Coronavirus disruptions by working proactively to ensure our dealer network is well prepared for an eventual recovery, and that our employees stay as safe as possible,” Dave Noble said.

For more information please contact Dave Noble, Bluewater PR & Communications Director, at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com) or +44 7785 302 69

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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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