



Having a Bluewater water purifier at home to remove tap water pollution allows mom's to focus on the hugs and cuddles.

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## **Bluewater explains why pregnant moms and young babies should protect themselves when bathing or showering against waterborne health threats**

Shanghai, October 15, 2016 – Every loving parent wants to give their babies the very best start in life beyond the natural hugging and cuddling. And what better way than to ensure the tap water a pregnant mom drinks or showers in, or uses to bath a baby, is as clean as nature intended by using a highly efficient, next generation water purifier from [Bluewater](#).

“Water is a vital nutrient for life, key to our daily lives, but sadly by the time it reaches our taps it is all too often polluted, by chemicals, toxic metals and bacteria. Even adult skin care products such as shampoos and soaps may contain chemicals that could pose a threat to the health and well-being of both mother and child,” says Laurence Dai, China head of Bluewater, a world leader in water purification products.

Speaking at a ‘Pregnant Moms & Babies’ exhibition in Shanghai, China, this weekend, Laurence noted that in many parts of the world tap water can be polluted by a variety of substances, including chlorine and chloramine, which may be absorbed through the skin.

Babies are particularly at risk because their skin is about 20 percent thinner than adults. As a consequence, a baby's skin may absorb more of what's in the water they are being bathed in, whether it is bacterial or chemical pollutants.

The World Health Organisation says 80% of human diseases have something to do with water and the most common pollutants found in drinking water are high levels of chlorine, bacteria, pharmaceutical byproducts, and lead and toxic heavy metals.

Bluewater's water purifiers are designed to remove practically all harmful substances from tap water, helping to make it safer to drink and to shower or bathe in.

“Innovated with love in Sweden, one of the world's most eco-friendly countries, a water purifier such as the [Bluewater Spirit](#) can deliver pristine clean water throughout the home to drink, bathe in, wash vegetables, prepare food, and serve up great-tasting tea, coffee and other drinks,” said Laurence.

“We really don't know what's lurking in our tap water, so why, as a parent, take a chance when a Bluewater water purifier can provide the peace-of-mind that lets you focus on the pampering every child needs.”

Some hints for pregnant mothers:☒

- A mother needs to drink more water during pregnancy to cope with the physiological changes she experiences, so it makes sense to ensure the water is free of pollutants
- A pregnant woman may see her blood volume increase by 40 percent;

drinking water when feeling thirsty will help prevent dehydration and ensure the body can maintain a healthy level of the amniotic fluid that surrounds the baby in the womb

- Correct hydration helps flush waste from the body, keeps the kidneys functioning as they should and promotes healthy digestion
- If you have a headache, nausea, feel dizzy or get muscle cramps while pregnant, you may be dehydrated, which means you should drink some water to help alleviate the symptoms

For more information, please contact Dave Noble, Bluewater's head of communication, at +44 7785 302 694 or [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com)

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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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