



Enrico Cascione and partner Beatrice Villa at H2Optima have opened the first Italian Bluewater Experience Center in central Milan.

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Bluewater Opens First Water Purification Experience Center In Milan, Italy

March 16, 2021 – Europe’s first exclusive Bluewater experience center has opened in the heart of Milan, Italy. The center, on the fashionable Piazza Wagner, gives Italian consumers the opportunity to see how they can improve health and wellbeing with leading edge residential and commercial water purifiers from Sweden’s award winning Bluewater brand.

“The opening of the Bluewater experience center is a further demonstration of how we help health minded customers with life changing solutions,” said

Enrico Cascione (photo below), founder and managing director of Milan-based H2Optima, which has installed hundreds of Bluewater purification systems in homes across Italy over the past 17 years.

Enrico said the Bluewater center gives visitors a unique opportunity to explore and try Bluewater's technological solutions that remove practically all known contaminants from water, including viruses, toxic metals and health threatening PFAS chemicals.

The U.S. Environmental Protection Agency (EPA) says there is evidence that [exposure to PFAS](#) can lead to adverse human health effects, while the European Environment Agency (EEA) [describes PFAS as 'moderately to highly toxic](#), particularly for children's development'. A study by American research group Orb Media indicate 72 percent of tap water in Europe may contain microplastics, which are now being found in human fetuses and organs such as lungs and livers.

The innovative reverse osmosis technology developed by Bluewater is designed to filter municipal water down to 0.001 micron, which means they can remove most known microplastics, which a growing number of scientists believe may be contributing to medical problems such as infertility, cancer, reduced immunity, and obesity.

Bluewater's patented second generation SuperiorOsmosis™ reverse osmosis technology has been shown in tests to remove up 99.99% of potentially health threatening chemicals such as PFOA, PFOS, PFBA, and PFBS while also slashing water wastage common to traditional reverse osmosis systems.

"Consumers across Europe are increasingly mindful about the quality of the water they are putting into their bodies. The Bluewater Milan Experience Center shows how our products can enhance the life of consumers by showcasing useful facts about water and providing tips about how to benefit from hydrating properly," said Bluewater spokesperson Dave Noble.

"The reality is all life depends on water and that means we are what we drink."

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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^[1]

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