



Bluewater recently unveiled its new Coffee Station concept that delivers perfect tasting cups of coffee after first purifying the water used by baristas and then adding a proprietary blend of liquid minerals

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Bluewater Responds to Alarming New Research on Tap Water Quality: Spotlights Emerging Fluoride and Microplastic Health Risks and Advocates for Cleaner Solutions

Stockholm, Sweden August 26, 2024 – Bluewater, a global leader in water purification and beverage solutions, is calling for immediate action in response to urgent new research that has raised significant concerns about

health risks associated with fluoridation of tap water and microplastic contamination to safeguard public health.

The studies reveal links between tap water fluoridation and lower IQ levels in children. They also show growing levels of microplastics in human brains, spotlighting the pressing need for safe drinking water solutions.

The U.S. [Department of Health and Human Services](#) (HHS) has shared a report analyzing previously published research that concluded fluoride in drinking water at twice the recommended limit may be linked with lower IQ in children. Various research studies suggested that exposure to elevated fluoride levels, particularly during critical periods of brain development, could correlate with decreased IQ scores.

Low levels of fluoride have been added to drinking water for decades in countries such as the USA, UK, and Ireland as part of efforts to strengthen teeth and reduce cavities, but the practice is rare in most of continental Europe due to perceived health risks.

Adding to these concerns, another recent study detected mounting levels of microplastics in human brain tissue, raising questions about the safety of our drinking water and our broader environmental health.

The preprint [science paper](#) – published by the U.S. National Library of Medicine – reported that the amounts of microplastics found in brain samples and other organs have increased significantly since a similar study in 2016. Microplastics, often derived from the breakdown of plastic products, have been shown to infiltrate water sources and ultimately enter the human body, underscoring the growing urgency for cleaner water solutions.

“Access to clean, safe drinking water should be a fundamental right for everyone,” said Bluewater founder and CEO Bengt Rittri (photo below).

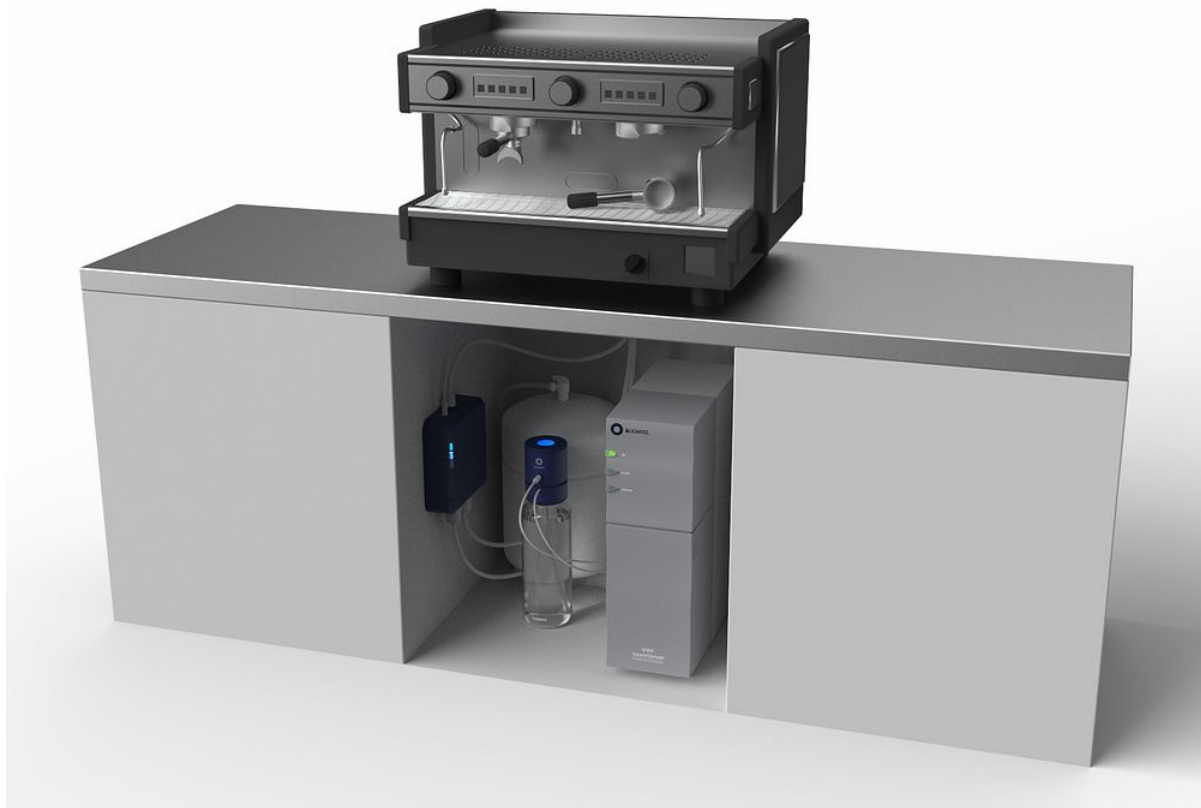


“These findings highlight an alarming reality about our water supply and the potential long-term impacts on our health and the health of future generations. At Bluewater, we are committed to advancing technologies to purify drinking water effectively and remove harmful contaminants, including fluoride and microplastics.”

Bluewater offers innovative solutions that empower individuals, communities, and businesses globally to take control of their water quality. With a range of advanced filtration solutions, including its next-generation reverse osmosis SuperiorOsmosis™ technology, a proprietary solution designed to remove up to 99.7 percent of contaminants, Bluewater is on a mission to provide a safer alternative to tap water contaminated with toxic chemicals, lead, viruses or microplastics.

By generating purified water at point-of-use at home, work, and play, Bluewater solutions also eliminate the need for the polluting production, transportation, and end-of-use disposal of single-use plastic bottles (most of the 600 billion such bottles produced annually today end up in landfill or our

oceans and rivers).



In June, Bluewater unveiled the [worlds most advanced coffee brewing solution](#) at the World of Coffee trade show in Copenhagen. The Bluewater Café Station™ (image above) helps coffee brewing professionals deliver a perfect brew every time by adapting to the coffee beans used to bring out their unique flavors and ensures that no matter where you drink your coffee, the water will always be free of contaminants and have the same perfect taste.

“As the discussion around water safety continues to evolve, Bluewater urges governments, municipalities, and health authorities around the world to re-evaluate water treatment practices and prioritize public health alongside compliance,” Mr. Rittri said.

For more information, please contact: David Noble, Bluewater Chief Communications and PR Officer, at david.noble@bluewatergroup.com or +44 7785 302694.

About Bluewater Group: Founded in 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 Group products are available globally to consumers, hotel and catering operations, event and venue organizations, educational institutions, and for public dispensing. Learn more about our purpose-driven mission on our [website](#).

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