



Despite growing scientific awareness of potential health risks due to PFAS in tap water worldwide, the general public still appear to remain unaware of the health hazards posed, says Bluewater.

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Bluewater Underlines Need for Increased Public Awareness Over PFAS Contamination in Tap Water, Notes Solutions Exist

Stockholm, Sweden – March 10, 2025 – As scientific awareness of tap water contamination by toxic chemicals grows around the world, recent studies highlight public concern regarding the presence of per- and polyfluoroalkyl substances (PFAS) and other harmful chemicals in tap and shower water is

lagging. PFAS, commonly known as ‘forever chemicals,’ are linked to severe health risks, sparking widespread alarm among consumers, particularly women, who are increasingly worried about their water safety.



“Just a few days ago, the highly-respected Washington-based [Environmental Working Group](#) (EWG) listed PFAS as one of the top six most harmful contaminants in tap water, saying the rules setting safe maximum levels are outdated and do not rely on the most current science,” said Bluewater founder and CEO, Bengt Rittri. A respected ecopreneur, Mr. Rittri said urgent action is needed to raise public awareness about the mounting evidence of toxic chemicals in tap and bottled water.

In late January, Britain’s Royal Society of Chemistry (RSC) released the results of the [UK’s first survey](#) on public attitudes toward PFAS, a group of more than 10,000 chemicals that are used in thousands of products, from toilet paper and non-stick cookware to firefighting foams. The study revealed that two-thirds of the UK public remain unaware of the dangers of per- and polyfluoroalkyl substances (PFAS), despite a majority (90 percent) believing it is ‘very important’ to effectively control PFAS levels in food, drinking water, and the environment.

Mr. Rittri said these concerns are further underscored by a global study published in 2024, which found that 52.3% of individuals across 141 countries fear potential harm from their drinking water within the next two years. This anxiety was particularly pronounced among women and urban residents.

The rising concerns are supported by evidence of widespread PFAS contamination across various mediums, including water, soil, air, and living organisms. For example, a recent analysis found that more than a third of water courses tested in England and Wales contain medium or high-risk levels of PFAS toxic chemicals, which have been linked to testicular cancer, thyroid disease, increased cholesterol levels, liver damage, fertility issues, and developmental defects in unborn children.

As awareness grows, so does the demand for effective solutions. Bluewater, a global leader in water purification technology, provides a proven answer to the challenge of contaminated drinking water. Bluewater purifiers harness cutting-edge purification technology to remove up to 99.7% of harmful contaminants, including PFAS, heavy metals, and other toxic chemicals from tap water, ensuring cleaner, safer water for households and businesses worldwide.

“As awareness of PFAS contamination rises, so does the demand for trusted solutions,” said Bengt Rittri. “At Bluewater, we believe access to pure drinking water is a fundamental human right. Our mission is to empower people to take control of their drinking water. Bluewater water purifiers are available worldwide, offering advanced filtration that surpasses traditional bottled and tap water in quality and safety. In light of mounting concerns over PFAS contamination, Bluewater’s mission remains clear: to provide pure, safe, and sustainable water for all.

Notes to editors: The RSC research findings can be found [here](#)

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About Bluewater

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. Honoured with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award, and a coveted [2024 GOOD DESIGN® Award](#) from the prestigious Chicago Athenaeum: Museum of Architecture and Design, Bluewater products are available in the UK and Ireland to consumers, hotel and catering operations, event and venue organizations, and educational institutions. Discover more about how Bluewater empowers businesses, including specialty coffee shops, to achieve unparalleled taste consistency and beverage excellence [here](#).

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