



PFAS chemicals, which are found in drinking water, cookware and clothing, have been linked to cancer in women by a new study

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New Large-Scale U.S. National Study Reveals Clear Link Between PFAS, BPA Exposures, and A Prior Cancer Diagnosis

Bluewater's Innovative Drinking Water Purification Technology Enhances Water Safety, Protecting Communities, Women, Men and Children, Removes PFAS Chemicals

STOCKHOLM, SWEDEN, September 26, 2023 – Bluewater, a leading innovator of cutting-edge water purification and beverage solutions, has called for PFAS chemicals to be urgently classified as an environmental risk

factor. The call came after a new study linked the endocrine disruptor with cancer in women.

The [study](#) by researchers from UC San Francisco (UCSF), the University of Southern California (USC) and the University of Michigan concluded exposure to certain endocrine-disrupting chemicals may be playing a role in cancers of the breast, ovary, skin, and uterus. The researchers discovered that people who developed those cancers have significantly higher levels of these chemicals in their bodies

“With so many studies highlighting the alarming presence of potentially harmful chemicals in many drinking water sources around the world, consumers are rightly concerned about the long-term health implications of exposure to these chemicals, which can range from endocrine disruption to increased risk of chronic diseases,” said Bluewater founder and CEO Bengt Rittri (photo above), a Swedish environmental entrepreneur. Describing PFAS chemicals as a global environmental risk factor, Rittri said that Bluewater is wholeheartedly committed to innovating the world’s best water purification solutions that go beyond conventional technology.

Often referred to as “forever chemicals” because they are resistant to breaking down, PFAS have been shown to contaminate water, food and people through products such as cooking pans, waterproof clothing, stain-resistant carpets and fabrics, and food packaging. They can last for decades in the environment, and it’s estimated that almost everyone on the planet has some level of PFAS in their blood.

Bluewater is at the forefront of providing ground-breaking water purifiers for home, work and play that remove toxic chemicals and other health-threatening substances to safeguard communities and empower individuals by providing access to clean and healthy tap water. Bluewater water purifiers have been shown in independently verified research to remove up to 99.99% of health-threatening PFAS chemicals such as PFOA, PFOS, PFBA, and PFBS.

Bluewater is also focused on breaking the stranglehold of single-use plastic bottles, which are threatening ocean, river, and human health.

“Bluewater’s proprietary SuperiorOsmosis™ tech represents a significant step forward in addressing the challenge of chemicals in drinking water,” said Bluewater chief scientist Ahmed Fawzy, Ph. D. (photo below), an industry

expert.

Dr. Fawzy said that “using a combination of processes such as our reverse osmosis filtration, Bluewater effectively removes practically all known contaminants, including chemical pollutants like PFAS. This means consumers can have greater confidence in the safety and quality of the water they drink.”

Bluewater's commitment to empowering women in the pursuit of safe drinking water is underscored by the fact that women and children are often the most vulnerable to the adverse effects of contaminants in water. By providing accessible and reliable purification solutions, Bluewater aims to eliminate the burden of obtaining safe water and create opportunities for women to thrive and succeed in their communities.

In addition to its cutting-edge technology, Bluewater stands out for its commitment to sustainability. The company's water purifiers are engineered to be eco-friendly, ensuring minimal waste and energy consumption. This reflects Bluewater's dedication to not only improving water quality but also reducing its environmental impact.

As part of its mission to raise awareness about the importance of clean drinking water, Bluewater will participate in trade conferences and expert panels in the coming months. Interested parties are encouraged to follow Bluewater on social media for updates and information on upcoming events.

For more details on Bluewater's advanced water purification technology and its commitment to ensuring safe drinking water, please visit

Notes to editors

The UCF study appears Sept. 17, 2023, in the [Journal of Exposure Science & Environmental Epidemiology](#).

Media contact

For more information, don't hesitate to contact Dave Noble, Bluewater PR and communication director, at david.noble@bluewatergroup.com or +44 7785 302 694.

About Bluewater

Bluewater has set its sights on being the world's most planet-friendly beverage company by innovating disruptive water purification technologies for home, work, and play. Providing drinking water generated and distributed at the point of use, combined with reusable stainless steel and glass bottles, is helping Bluewater to break the stranglehold of single-use plastic bottles and their unnecessary, polluting transportation. Bluewater products are available to consumers, hotel and catering operations, and event and venue organizations in Europe, the USA, the UK, China, Southeast Asia, the Middle East, and Africa. Bluewater has been honored with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award, and has been recognized for its sustainability efforts by numerous other publications.

<https://www.bluewatergroup.com>

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