



We all need to hydrate, but research indicates that microplastics, which have been found in bottled and tap water, may pose a health risk, especially to older people (Photo Credit: TheBigLand88, iStockphoto)

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Warning: Microplastics in the Brain May Impact Behavior of Older Individuals, Reveals U.S. Study

Stockholm, Sweden, October 9, 2023 -- A ground-breaking study conducted by a research team at the University of Rhode Island (URI) has unveiled alarming findings regarding the widespread infiltration of microplastics in the human body. Bluewater, a world-leading innovator of water purification and beverage solutions, says the [research](#) reveals that these plastic particles are as prevalent inside our bodies as they are in the environment, leading to

significant behavioral changes, particularly among older individuals.

The study, led by University of Rhode Island Professor Jaime Ross, an assistant biomedical and pharmaceutical sciences professor at the Ryan Institute for Neuroscience and the College of Pharmacy, analyzed blood and tissue samples from diverse test subjects across different age groups. Shockingly, the results indicated that microplastics were consistent across the board, significantly impacting older individuals' behavior and possibly leading to neurodegenerative diseases such as Alzheimer's and depression.

Dr. Ahmed Fawzy, (photo above) lead scientist at Stockholm-headquartered Bluewater, expressed deep concern over these findings: "The study provides clear evidence that the presence of microplastics in the body is not a localized issue, but rather a widespread problem. It indicates behavioral changes that could have far-reaching implications for the well-being and quality of life, especially for older individuals".

Dr. Fawzy said the research brings to light the urgency of addressing the pervasive issue of microplastic pollution. While previous studies have focused on its environmental impact, the Rhode Island University research underscores the direct consequences on human health.

Microplastics, tiny particles of plastic less than 5mm in size, are released into the environment from various sources such as plastic waste, synthetic textiles, and microbeads in personal care products. These particles, which have been found in both tap water and bottle water, are known to harbor toxic chemicals such as PFAS and have the potential to accumulate in the human body through ingestion, inhalation, and even dermal absorption.

With the infiltration of microplastics now found to directly correlate with behavioral changes, Bluewater founder and CEO Bengt Rittri says his company aims to step up its efforts to raise awareness about the magnitude and significance of this issue. The company, which markets water purification solutions proven to remove toxins such as PFAS chemicals from point of use tap water, calls for immediate action to mitigate the release of microplastics into the environment.

Bluewater's commitment to sustainable water purification technology further underscores its dedication to tackling this growing problem and ending the need for single-use plastic bottles of water. By providing innovative

solutions, the company aims to ensure clean drinking water everywhere, free from harmful plastic particles.

For more information about the study or to schedule an interview with Dr. Fawzy, please contact Dave Noble, Bluewater Chief Communications and PR Officer, 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 to break the stranglehold of single-use plastic bottles and their unnecessary, polluting transportation. Bluewater products are available globally to consumers, hotel and catering operations, and event and venue organizations. 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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Contacts



David Noble

Press Contact

PR & Communications Director

Public relations and corporate communications

david.noble@bluewatergroup.com

+44 7785 302 694