



Dr. Ivone Mirpuri of Lisbon-based Mirpuri Foundation speaking at an international conference about the impact of chemicals on human hormones and health (Credit: Mirpuri Foundation)

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World leading hormone medic spotlights dangers chemicals pose to human health in latest Planet Water! Podcast from Bluewater

Stockholm, Sweden, January 27, 2021 – An urgent call for action on limiting chemicals leeching from plastics comes from Dr. Ivone Mirpuri, one of the world's leading experts on the price being paid by humans for the chemicals being leached into the environment from the plastic and chemical tsunami sweeping the planet. The call came in the latest Planet Water! Podcast from

Swedish water brand [Bluewater](#), published today on Spotify, Apple, Google and other platforms.

In the podcast, Dr. Mirpuri draws a direct connection between the suspected impacts of plasticizers in human bloodstreams and rising infertility, early menses and menopause, obesity, and sexual dysfunction. She explains that because hormones control everything in the human body anything that disrupts their performance can lead to a wide range of serious illnesses.

“Infertility is a rising problem everywhere. Studies show fertility has decreased by 50 percent over the past 50 years, while the number of abnormal reproductive problems has increased with testicular cancer up by 400 percent since the 1940s,” said Dr. Mirpuri. She told PlanetWater! presenter Dave Noble that laboratory tests have indicated that chemicals used in plastic such as phthalates and bisphenol A may well be the cause of reproductive problems as well as increases in breast, pancreatic and lung cancers.

Dave Noble, who is communications director at Bluewater, said Dr. Mirpuri makes it very clear that ‘if you mess with hormones, you mess with health’.

Noble notes that the Lisbon-based medical practitioner doesn’t lay the blame for rising rates of various illnesses on plastic alone: “Doctor Mirpuri also points to how chemical endocrine disruptors are now found in a near endless list of personal cosmetics products, from perfumes to shampoos as well as in fire retardants used in furniture coverings and bedding materials.”

In the Bluewater podcast, Dr. Mirpuri said it was absolutely vital to educate young people as early as possible about the importance of safeguarding their own health by learning about the impact of chemicals on their bodies – and the steps needed to develop a healthy and strong immune system.

The monthly Bluewater Planet Water podcast, which features top names from the world of water, sports, business, and the environment, aims to provide global audiences with an informative platform around critical issues of water, hydration, health and wellness, and the environment. The Portuguese Mirpuri Foundation was founded to make the world a better place for future generations and partners with governments, businesses, communities, and individuals to address a range of projects in marine conservation, wildlife preservation, medical research, aerospace research, performing arts, and

social responsibility.

“We want to give consumers, businesses, and organisations the information and tools to live healthier lives and meet the challenges posed by the diminishing availability of quality tap water,” said Dave Noble (photo below by Alina Raducea).

The *Bluewater Planet Water Podcast* is available on mobile devices via apps such as Apple Podcasts and Spotify and the *Bluewater* website. You can find the Bluewater podcast on Acast [here](#), on Spotify [here](#) and on Google Podcasts [here](#).

If you'd like to learn more, contact Dave Noble at david.noble@bluewatergroup.com or call +44 7785 302 694. More information about the Mirpuri Foundation can be found [here](#).

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[IG1]

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