



Bluewater



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Feb 09, 2026 08:31 EST

Bluewater Warns New Parents: PFAS in Tap Water Linked to Severe Infant Health Risks

Washington, D.C., February 9, 2026 – Premium water and beverage company Bluewater is urging parents of newborns and expectant families to closely examine their home water, after new evidence shows that toxic “forever chemicals” in drinking water can seriously harm infant health.

Reacting to [emerging research shared](#) by the Washington-based

Environmental Working Group (EWG), Bluewater said exposure to PFAS, a group of man-made chemicals linked to cancer, immune damage and hormone disruption, can increase the risk of premature birth, dangerously low birth weight and infant death.

The EWG article cited a newly published University of Arizona-led [study](#) that examined more than 11,000 births in New Hampshire between 2010 and 2019. It found that babies born to people drinking water downstream from a PFAS-contaminated site were much more likely to be born before 28 weeks and to weigh under 2 pounds at birth, compared with babies from families using upstream water sources. Infant mortality in the downstream group was nearly three times higher.



“No parent should have to worry that the water coming out of their tap could harm their baby. But that’s exactly what we’re seeing with PFAS, said Niklas Ivarsson, President of Bluewater USA Inc. He added: “PFAS are invisible, persistent and widely present. These chemicals don’t go away. –and if they’re in your water, they’re in your family.”

EWG scientists [have noted](#) that PFAS routinely cross the placenta. A major scientific review found chemicals in umbilical cord blood, suggesting

exposure can begin before a child is born.

Premature birth and low birth weight are among the strongest predictors of infant death in the first year. What makes the New Hampshire study stand out, EWG said, is its design. All participants lived within a few miles of the same contaminated site. The key difference was the direction of their water supply. Socioeconomic factors did not explain the results, strengthening the link to PFAS exposure.

Separate research from California adds to the concern. State scientists found that even low levels of PFAS in treated tap water were linked to much higher levels of the chemicals in people's blood. According to EWG, 86% of participants had PFAS levels associated with potential health harms, as defined by national clinical guidance.

The health costs are staggering. According to estimates by the NRDC (the Natural Resources Defense Council), a nonprofit environmental advocacy organization, [PFAS-related harms](#) cost the U.S. up to around \$8 billion a year, more than double the EPA's projected cost of treating the chemicals in drinking water. Yet the agency is moving to delay compliance with its PFAS rules until 2031.

Bluewater, a global Swedish water and beverage innovator, said one practical initiative American parents can take now is to improve tap water quality. The company's water filtration systems remove up to 99.97% of toxic contaminants, including lead, PFAS chemicals, microplastics and viruses.

Available direct from the Bluewater website and Amazon, Bluewater's compact under-sink purifiers use the company's patented [SuperiorOsmosis™](#) technology. Unlike conventional reverse osmosis systems, the technology delivers clean, great-tasting water while using far less water, cutting energy use and reducing ongoing maintenance.

"Safe, clean water shouldn't come with trade-offs. You shouldn't have to pick between protecting your child and protecting your wallet. We believe smarter water means no compromises," said Ivarsson. He added that water isn't just hydration – it's peace of mind. "Whether you're mixing formula or filling a bath, you should know it's safe. That's the bare minimum."

The Bluewater US chief, himself a parent, echoed EWG's call for strong

national standards and accountability from polluters and urged families to stay informed about water quality and PFAS exposure in their communities.

“Forever chemicals don’t belong in a baby’s first sip of tap water,” Ivarsson said.

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About Bluewater

Founded in 2013 in Stockholm, Sweden, Bluewater aims to be the world’s most planet-friendly water purification and beverage company. The company designs hydration solutions for home, work and public settings, with products used by consumers, hospitality businesses, venues, events and educational institutions worldwide. Bluewater has received multiple international design and innovation awards, including two Fast Company World Changing Ideas Awards and successive 2024 and 2025 GOOD DESIGN® Awards.

<https://www.bluewatergroup.com>

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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