



For Olympic gold medalist and Bluewater hydration ambassador Ellie Aldridge staying properly hydrated is key to staying at the top of her game in the physically and mentally demanding kite sailing sport.

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Celebrating International Women's Day: Hydration for Women at Work, Rest, and Play

Stockholm, Sweden – March 9, 2025 – On this International Women's Day, Bluewater, a global leader in water purification and beverage solutions, is championing hydration's vital role in women's health, performance, and well-being. Whether at work, at rest, or engaged in play, drinking clean, contaminant-free water is essential for women's physical and mental resilience, immune system strength, and overall vitality.

Hydration is critical for maintaining optimal cognitive function, energy levels, and immune defenses. Studies show that even mild dehydration can lead to fatigue, headaches, and impaired concentration, while adequate water intake improves focus, digestion, and skin health. Yet, ensuring access to clean, contaminant-free water is just as important as drinking enough.

Modern water supplies globally are increasingly challenged by harmful contaminants, including per- and polyfluoroalkyl substances (PFAS), lead, chlorine, pesticides, and microplastics. Exposure to these pollutants can pose serious health risks for women. Bluewater's pioneering water purification technology is designed to remove up to 99.7 percent of these contaminants, delivering clean, great-tasting water directly from the tap, at home, in the workplace, and on the go.



“Women everywhere deserve access to the purest water possible to fuel their ambitions and protect their health,” said Bengt Rittri, founder and CEO of Bluewater. “Our mission is to empower women and their families with cutting-edge water purification solutions that eliminate harmful chemicals and microplastics, ensuring the water they drink, cook with, and shower in is as safe as possible.”

Beyond hydration, water quality used for food preparation and personal hygiene is equally critical. Washing vegetables with contaminated water can introduce toxins into the body, while showering in water containing pollutants can lead to skin irritation and inhaling harmful chemicals. Bluewater's advanced purification systems provide comprehensive protection,

ensuring water is hydrating and health-enhancing.

With its strong global presence, Bluewater is proud to announce the brands return to the U.S. market this spring, following a temporary disruption caused by the Covid-19 pandemic. As the brand returns, American consumers, businesses, and HoReCa (Hotel, Restaurant, and Café) professionals will again gain access to its world-leading purification systems designed to transform tap water into a clean and safe resource.

This International Women's Day, Bluewater encourages women to take control of their hydration, prioritize their well-being, and demand the highest standards for water purity. By ensuring access to clean, safe water, Bluewater is not just celebrating women but empowering them to thrive—every day, in every way.

Bluewater—and its game-changing Café Station, which was crowned 'Best New Product' at the prestigious 2025 World of Coffee exhibition in Dubai in February—will relaunch in the North American market at the Speciality Coffee Expo in Houston, TX, from April 25 to 27, 2025.

“As the largest B2B Coffee Trade Show in the USA, the Expo is the ideal venue to showcase the cutting-edge Bluewater Café Station, which is revolutionizing specialty coffee brewing by transforming the role of water in extraction and flavor enhancement” says Bluewater USA's commercial director Niklas Ivarsson. Already named a 2024 'Best Buy' by The Caterer Magazine for specialty coffee shops in the UK, the Cafe Station is earning global acclaim for its ability to enhance both taste and well-being.

About Bluewater Founded in 2013 in 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 to consumers, hotel and catering operations, event and venue organizations, and educational institutions. Discover how Bluewater empowers businesses, including specialty coffee shops, to achieve unparalleled taste consistency and beverage excellence [here](#).

For more information, visit www.bluewatergroup.com or contact Bluewater Chief Communications Officer Dave Noble at david.noble@bluewatergroup.com or +447785302694 (mobile/WhatsApp).

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