



Bluewater Kitchen Station under-sink purifiers utilise advanced filtration technology to remove PFAS, microplastics, and other contaminants, transforming ordinary tap water.

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Millions of UK consumers warned about PFAS threat in their tap water as Bluewater urges prompt government action

Stockholm, 3 November 2025 – Bluewater, a world leader in advanced water purification and beverage solutions, has called for greater public awareness and government action in the United Kingdom following a BBC investigation revealing that more than six million Britons are being supplied with water

sources containing potentially harmful levels of PFAS “forever chemicals.”

The latest [BBC report](#) on PFAS in UK tap water is a wake-up call for consumers, says ecopreneur Bengt Rittri, founder and CEO of Bluewater.



“The BBC-spotlighted findings confirm that even in countries with advanced water systems from Europe to North America, safety can no longer be taken for granted”, Rittri said.

In a 2024 [study](#), Bluewater discovered significant contamination of London’s tap water by PFAS and PFOA – chemicals linked to cancer, high cholesterol, thyroid disease, liver damage, asthma, allergies, reduced fertility, congenital disabilities, and delayed development. The study echoed warnings from the Royal Society of Chemistry in 2023 that the UK was lagging other developed nations in setting safe thresholds for hazardous PFAS in drinking water.

That’s why Bluewater is championing cleaner hydration technology aimed at eliminating the need for single-use plastic bottles.

PFAS, short for per- and polyfluoroalkyl substances, have been used since the 1940s in a wide range of products, including non-stick pans and firefighting foams. The problem is they don't break down. Once released into the environment, they accumulate in soil, rivers, and even human tissue.

The BBC's review of enforcement notices from the Drinking Water Inspectorate found PFAS levels high enough to "constitute a potential danger to human health" in several water networks. The World Health Organization has linked PFAS compounds to certain cancers, and many experts warn that thousands of related chemicals remain unregulated.

"People in the developed world generally trust that the water coming from their taps is safe to drink," says Rittri. "But the truth is, most modern water treatment systems, whether in the UK, EU or USA, weren't designed to handle these persistent pollutants. It's time for consumers to rethink how we protect ourselves and our families."

While some may view bottled water as a safer option, Rittri warns that it's a false fix. "Single-use or throwaway plastic bottles create their own health and environmental problems," he said. "They leach microplastics and add to the global waste crisis. That's not the answer."

Bluewater's under-sink purifiers utilize advanced filtration technology to remove PFAS, microplastics, and other contaminants, transforming ordinary tap water into a cleaner, safer, and more sustainable hydration source.

"Access to pure water shouldn't be a privilege," Rittri added. "It's a basic human right and one we can protect with innovation rather than throwaway habits."

About Bluewater

Founded in Stockholm in 2013, Bluewater is on a mission to be the world's most planet-friendly water purification and beverage company. The brand has been honoured with two *Fast Company* World Changing Ideas Awards, the K&B Kitchen Innovation of the Year Award, and the 2024 *GOOD DESIGN*® Award. Today, Bluewater hydration solutions power homes, cafés, hotels, venues, and world-class events – delivering safer, tastier water without the plastic waste. www.bluewatergroup.com

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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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