



Family eating outside together, but how safe is the water? Copyright: bowdenimages

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Second Generation Reverse Osmosis Key To Empowering People To Protect Themselves Against Emerging Tap Water Contaminants Says Bluewater

Stockholm, Sweden, December 12, 2016 – A white paper by water purifying company [Bluewater](#), which innovates, makes and commercializes premium residential water purifiers for the U.S, European, Chinese and Asian markets, examines the emerging contaminants stemming from domestic, commercial and industrial sources increasingly being found in tap water.

The white paper discusses how emerging potential threats to human health include pharmaceuticals, personal care products (PCPs) and endocrine disrupting chemicals (EDCs).

Typical PCPs can be shampoos, bug sprays and sun screens, while pharmaceuticals encompass antibiotics, heart or cancer medications and livestock food additives. EDCs are chemicals that interfere with the action of natural hormones responsible for human (or animal) reproduction, development and behavior and range across stuff like pesticides, herbicides and synthetic hormones.

The threat comes from the fact that although most of the emerging compounds are found in water at very low levels, exposure to the likes of trace prescription drugs, shampoo residues, or fertiliser chemicals may nonetheless pose associated health risks over time. High levels of nitrates, atrazine and arsenic in drinking water were linked in a 2016 U.S. [study](#) to birth defects such as cleft palate, cleft lip and limb deficiencies.

Titled New Water Threats, New Health Concerns, the white paper explores what we can do as individuals to protect ourselves from contaminants such as herbicides, pharmaceuticals, and high production volume chemicals infiltrating municipal tap water or well water. The problem, according to the UK's prestigious [Royal Society of Chemistry](#), is that pharmaceuticals are usually non-volatile, water-soluble, and often charged molecules, and many of them pass through water utility systems that were designed to remove only traditional pollutants.

“The safest option for people is to reduce the presence of emerging contaminants of concern in the water they use for consumption at home or in commercial environments by installing highly efficient water purifiers at the point-of-use source,” said white paper author and Bluewater spokesperson, David Noble.

“A major problem is that there are so many new compounds and in different combinations that research into their consequences on human health has not caught up, and we just do not know the extent of hazards. Bluewater's second generation reverse osmosis technology seems to offer the best hope for the moment as it can remove up to 99 percent of large pharmaceutical molecules,” said David Noble

To download the white paper visit www.bluewatergroup.com.

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Bluewater is a world leading water purification company with its global headquarters in Stockholm, Sweden. The company helps people and businesses everywhere to enjoy the health and wellbeing benefits of cleaner, healthier tap water. Bluewater innovates, manufactures and commercializes compact water purifiers that harness the company's patented reverse osmosis technology to remove virtually all pollutants from tap water, including lead, bacteria, pesticides, medical residues, chlorine and lime-scale. Please visit us at www.bluewatergroup.com

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