



Bluewater



Scarce water reserves may be helped by moving to plant-based diets

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Some good news for the planet as vegans celebrate World Vegan Day, study says greener diet saves water resources

Stockholm, Sweden, November 1, 2019 – Vegans and vegetarians are helping to conserve the planet's valuable freshwater resources says a [study](#) by the European Commission's Joint Research Centre, reports Bluewater, a world leader in water purification technology and solutions.

With the United Nations [reporting](#) that 2 billion people live in areas suffering severe water stress, the EU study – published in Nature Sustainability – says

that compared to existing diets, the water required to produce our food could be reduced by up to 55 percent by sticking to healthy vegetarian diets.

“In an age when fresh water is becoming scarcer than before, and ever more contaminated by the likes of pesticides, herbicides, and microplastics, human food consumption clearly needs to adapt to the changing conditions,” said Bluewater spokesperson David Noble.

Noting the study in Germany, France, and the United Kingdom claimed to be the most detailed food consumption-related water survey ever made, Noble said the need to move from an animal-rich, water-intensive diet to a more resource-efficient vegetable-rich diet may substantially reduce people’s water footprint.

2019 has been billed as the year of the vegan by [The Economist](#). The prestigious magazine wrote that interest in giving up “all animal products including eggs, wool, and silk, is soaring, especially among millennials”.

Other data appears to confirm that veganism is a fast-growing trend with one [study](#) saying six percent of US consumers now claim to be vegan. The [World Economic Forum](#) also says research shows that a healthy, plant-based diet helps reduce the risk of heart disease, stroke, cancer, obesity, and diabetes – some of the top killers in many western countries.

Purity of body is one key to a vegan lifestyle, which applies equally to water as well as food and clothing. Leading vegan website, [Vegan.com](#) says people should all be drinking ‘the purest water we can get’ and recommends reverse osmosis systems as being the most efficient at removing contaminants, ensuring great taste and ending the need to use single-use plastic bottles of water.

Bluewater’s patented [SuperiorOsmosis™](#) reverse osmosis technology takes water purification at home and in the catering world to a whole new level. Bluewater purifiers remove over 99% of water contaminants such as lead or chemicals and also slash the water wastage common to traditional RO systems.

A compact under-the-sink Bluewater Spirit will produce up to 893 gallons a day of purified water direct from the tap, while a powerhouse Bluewater Pro

will generate a whopping 1,826 gallons of direct-flow water every day, making it ideal for whole-house solution – or to purify well-water.

“Bluewater reverse osmosis technology allows everyone to satisfy their thirst for a healthier life by transforming their home or workplace into a personal oasis that provides a constant source of high-flowing purified water,” said David Noble.

Notes for editors

Bluewater’s SuperiorOsmosis™ is a new-generation reverse osmosis technology that removes most known contaminants, including toxic metals, chemicals, viruses, and micro-organic substances.

For more information, please contact:

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Bluewater is a world leading water purification company with its global headquarters in Stockholm, Sweden. Bluewater innovates, manufactures and commercializes compact water purifiers for residential, business and public use 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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