



Fitness fans at the 2024 Arnold Sports Festival queue for healthier, contaminant free water at a Bluewater Dispenser hydrating visitors to the hugely popular event

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## Spotlighting healthy hydration, Bluewater showcases its award-winning water purification solutions at the 2024 Arnold Sports Festival, providing free water on demand to athletes and fans

Every bodybuilder soon learns that staying properly hydrated is vital to muscle strength and physical performance, so Bluewater, a leading provider of clean, purified drinking water and beverage solutions, is delighted to have

hydrated visitors to the massively popular [2024 Arnold Sports Festival](#) event at the Birmingham NEC arena, March 15-17. With hundreds of stands of the latest in sports equipment, apparel and nutrition, body building athletes and other fitness fans were provided the opportunity to hydrate free of charge from [Bluewater](#) high performance sustainable water stations that remove all contaminants such as toxic chemicals and metals from PFAS to lead.

“We understand the importance of hydration in maintaining muscle function, speeding up recovery, and enhancing stamina and endurance,” said Bluewater chief science officer, Dr. Ahmed Fawzy, who is based at the Bluewater head office in Stockholm, Sweden. Dr Fawzy (photo below) noted Bluewater water purifiers not only remove the health threatening toxic chemicals such as PFAS and microplastics increasingly found in municipal and bottled water around the world, but also come in a wide range of dispenser sizes suitable for home, work and play, from flats to gyms.

Dr Fawzy added: “Our water stations dispense clean, mineral-enriched water that meets the stringent hydration needs of professional bodybuilders and other fitness professionals and fans, ensuring nutrients are delivered faster and boosting blood and oxygen supply.”

One Bluewater venue dispenser was uniquely equipped with a 55-inch video screen providing digital signage solutions enabling event and product messaging, while the other was a slimline water station designed for permanent installation at exhibition venues, gym environments, offices and hotel lobbies. Both dispense water purified using Bluewater's innovative SuperiorOsmosis™ purification tech system, which not only delivers super clean and tasty water but enriches it with Swedish minerals, making it the perfect hydration solution for fitness fans, from the demanding physical exertions of the bodybuilders to runners, cross workout athletes and any fitness fan needing to hydrate with healthy water.

Bluewater's involvement in the Arnold Sports Festival aligns with the events mission to champion a plastic-free world. By also offering its reusable bottles as giveaways to visitors at the event, Bluewater additionally aimed to minimise the use of single-use plastic bottles, furthering its commitment to environmental conservation. Altogether some 2,707 litres of water were distributed on a complementary basis, equivalent to removing the need for 5,514 x 500ml single use plastic water bottles, most of which would have ended up in landfill or the world's oceans, leaching their chemicals and

microplastic particles into the environment.

"Bluewater is committed to improving worldwide access to clean, safe, and sustainable drinking water and we are excited to have been part of the 2024 Arnold Sports Festival and support athletes and fans in their quest for healthy solutions that are good for them and for the planet," said Philip Russell (photo below). He added that Bluewater is seeking to redefine hydration to positively impact human health and eliminate global reliance on polluting single-use plastics by delivering safe and healthy drinking water when and where it's needed.

A recent investigation in London by Bluewater discovered significant contamination of the city's tap water by health-threatening 'forever' chemicals such as PFOA and PFOS. Studies have linked PFOA and PFOS linked to cancer, high cholesterol, thyroid disease, liver damage, asthma, allergies, reduced fertility, birth defects, and delayed development.

"Bluewater's ground-breaking range of under-sink purifiers enable consumers and businesses to end their reliance on bottled water while restoring trust in the water flowing directly from their taps. Bluewater SuperiorOsmosis™ reverse osmosis technology successfully removes PFAS chemical pollutants from drinking water," Philip Russell said.

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About Bluewater Group: Founded in 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 Group products are available globally to consumers, hotel and catering operations, event and venue organizations, educational institutions, and for public dispensing. Learn more about our purpose-driven mission on our [website](#).

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