

IT IS TIME TO SET THE RECORD STRAIGHT— NO MORE HALF-TRUTHS, MISCONCEPTIONS, EXAGGERATIONS, AND FABRICATIONS ABOUT BOTTLED WATER

SINCE THERE ARE LITERALLY HUNDREDS OF BRANDS OF BOTTLED WATER ON THE MARKET TODAY, IT WAS NECESSARY TO SELECT JUST ONE FOR THIS ARTICLE. The water selected was CORAL WATER, Winner of the GOLD MEDAL in the recent International Water Tasting Competition. (Berkeley Springs, West Virginia) www.berkeleysprings.coralwater/awards.html

(The author quickly admits and reminds the consumer that not all bottled waters are the same and the consumer must make the selection based on very careful label evaluation and documented researched information)

WHY DO PEOPLE DRINK BOTTLED WATER?

Over 90% of consumers surveyed stated that they buy and use bottled water to avoid the poisonous chemical contaminants in Municipal Water. Which chemicals are consumers attempting to avoid, and, is there foundation for their concern? (Fact or Fiction?)

Those chemicals commonly named by consumers to avoid are:

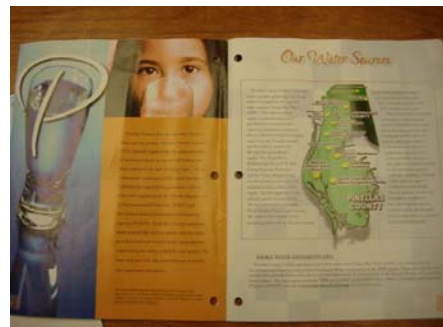
Chlorine, (Chloramines), Fluorides, Lead, Mercury, Arsenic, and Nitrates

All of these chemicals are on the US Environmental Protection Agency's list of toxic poisons.

So, are the consumer concerns valid? (Fact or Fiction?)

To get the information we will quote directly from a local municipal published test (chemical analysis) on tap water:

Is there Chlorine? Yes, 3.49 ppm
Chloramines? Yes, 3.29 ppm
Are there Fluorides? Yes, 0.89 ppm
Is there Lead? Yes, at the consumer tap 2.8 ppb
Is there Mercury? None Detected.
Is there Arsenic? Yes, 0.51 ppb
Are there Nitrates? Yes, 0.59 ppm



According to the official records published by a municipal water supplier in the central Florida corridor, the consumer concerns are VALID. (FACT)

THE TESTS THIS INFORMATION IS BASED UPON ARE AVAILABLE FOR INSPECTION BY ANYONE DOUBTING THE INFORMATION.

Some “WATER KNOW IT ALLS” have accused the Bottled Water Industry of exaggerating the existence of harmful chemicals in municipal water. (Fact or Fiction?) Measure the levels yourself using an inexpensive pool test kit or review the official published information listed above.

Even as far back as 2000 in a study compiled by the US Environmental Protection Agency resulted in the following headline:

“ARSENIC HAS BEEN FOUND AT LEVELS OF HEALTH CONCERN IN THE TAP WATER OF TENS OF MILLIONS OF AMERICANS IN 25 STATES.” (Copies of the EPA’s Report are available)

This report goes on to say, “tens of millions of Americans are consuming tap water every day at levels that may pose a serious potentially fatal cancer risk and other health risks.” Several times in the last three weeks of July 2007, there were news reports on Network television where the reporter suggests, “Tap water is as good as or better than Bottled water. The reporter is obviously ill informed or thinks he/she knows more than the EPA. Some of those 25 states are where some of our so-called “pure springs” are located.

So ask yourself this question:

If someone offered you a nice cold drink when you were very thirsty, but as you reached for it, they said “wait just a minute, I want to spike it with some poisonous chemicals such as, Arsenic, Lead, Chloramines, Chlorine, and Nitrates, even in the amounts listed above”, would you drink it?

The answer is likely no, if there were a pure alternative available!

IS THERE A PURE ALTERNATIVE AVAILABLE?

How about bottled water, is that an alternative?

To get this information I went directly to the source, independent FDA approved laboratory studies from a local Bottled Water Producer: (That report is also available for inspection. The results may surprise you.)

Is there Chlorine? No-None detected.
Chloramines? No-None detected

Are there FLUORIDES? No-None detected
Is there LEAD? NO-None detected
Is there MERCURY? No-None detected
Is there ARSENIC? No-None detected
Are there NITRATES? NO-None detected
(LEVELS OF DETECTION WERE IDENTICAL IN BOTH LABORATORIES)

Based on these independent laboratory studies the concerns of those consumers who buy and use bottled water to avoid those harmful (Carcinogenic) poisonous chemicals are well founded.

Therefore, if we compare the quality, there is no question at least this bottled water wins easily!

Those who attempt to influence consumers that Municipal water is of equal or better quality are just not well informed.

There is Functional Medicine and Food, so why not Functional Water?

If we look at the basic functions of water in the body, such as solvent, lubricant, delivery of nutrients, removal of waste, and most of all, enabling almost all key biological processes (i.e., life) it is clear that water that is free of toxins and fortified with minerals produces a positive health benefit and can be labeled as "Functional Water."

OTHER USES OF BOTTLED WATER

WHY SHOULD CONSUMERS COOK WITH BOTTLED WATER?

You can run this test right in your own kitchen--and here is how!

Fill a 4-quart pan with Municipal water. Then, using a simple swimming pool test kit, measure the chlorine. You will find it to be about 3.49 ppm.

Now, prepare the vegetable you are to cook, place it in the pot with the water, allowing it to finish cooking, but, before you drain the water, measure the chlorine level once more. The level will be ZERO! Where did the chlorine and other poisonous toxins go? Into the vegetable you were cooking. Want to prove it? Mash the cooked vegetable, squeezing out the liquid juices and measure the chlorine. The level will exceed the 3.49 level previously detected because it is now concentrated in the food juices for you to consume. WOW! There are approximately 23 vegetables normally prepared using Municipal water. In fact, it might be safer to drink Municipal water than to cook with it!

Why does one not use Municipal water in your fish bowl or aquarium? Because, the poisonous chemicals will kill the fish within a few hours!

Is there a practical lesson in your fish bowl or aquarium?

DISTILLED WATER

Some retailers offer Bottled Distilled Water without further remineralization. Distilled water is good for steam irons and car batteries, not necessarily humans.

Distillation is one of the recognized methods of removing contaminating chemicals from water. However, the distillation process also removes all the beneficial minerals from the water. The result is known in the industry as hungry water. Doctors and nutritionists alike believe that Distilled water without further remineralization will actually leach calcium, magnesium and potassium from the body-- leading to Osteoporosis and other conditions. High levels of those minerals can be measured in the urine after drinking Distilled water--proving the leaching theory. This is especially harmful to babies and young children.

Dr. Zoltan P. Rona MD, MSc. in an article headed: *EARLY DEATH COMES FROM DRINKING DISTILLED WATER* asserts that, "Distilled water is an active absorber and when it comes into contact with air, it absorbs carbon dioxide, making it acidic. The more distilled water a person drinks, the higher the body acidity becomes."

The most toxic commercial beverages that people consume (i.e. cola beverages and other soft drinks) are made from distilled water. Studies have consistently shown that heavy consumers of soft drinks (with or without sugar) spill huge amounts of calcium, magnesium and other trace minerals into the urine. The more the mineral loss, the greater the risk of osteoporosis, osteoarthritis, hypothyroidism, coronary artery disease, high blood pressure and a long list of degenerative diseases generally associated with premature aging. (This article on file.) Hundreds of Doctors, nutritionists, and scientists agree with Dr. Rona.

Dr. Zoltan P. Rona, MD, is a graduate of McGill University Medical School and has a Masters in Bio-Chemistry and Clinical Nutrition from the University of Bridgeport, Connecticut. He is the author of the Canadian Best Seller "The Joy of Health" and "Return to the Joy of Health" He is past president of the Canadian Holistic Medical Association.

WATER PURIFIED BY REVERSE OSMOSIS

Like the Distillation process, the Reverse Osmosis process removes all the beneficial minerals from water, leaving it acidic. Household RO units, commonly placed under the sink, do remove chemicals from the water, but do not remineralize it. The water remains acidic and in a "hungry" state.

Being acidic, Reverse Osmosis water leaches important minerals from the body. Dr Rona states that "both Distilled water and RO water are bad for you on a long term basis" and states as follows:

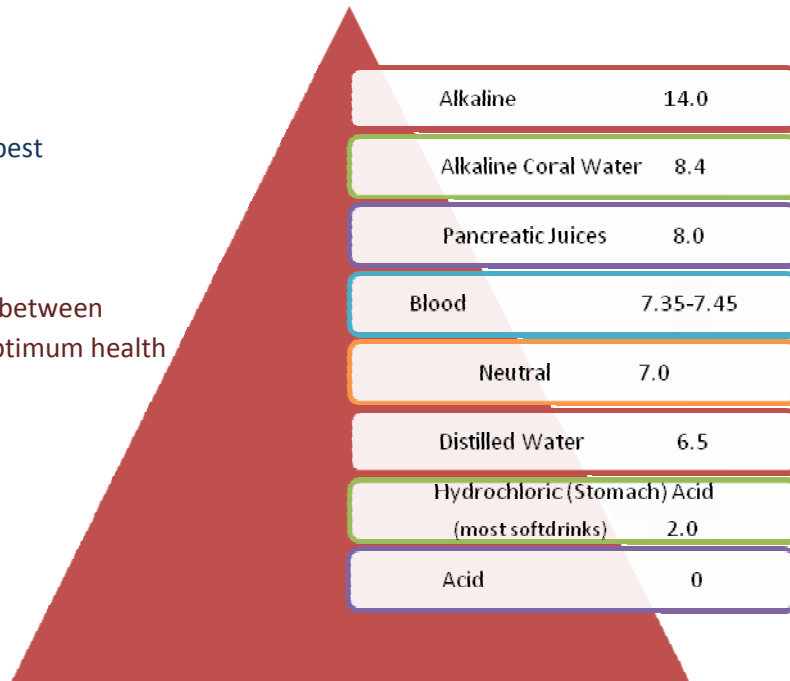
"The ideal water for the human body should be slightly alkaline (7.4 to 8.6) and this requires the presence of minerals like calcium, magnesium, and potassium. Purified water (by distillation or reverse osmosis) tends to be acidic and can only be recommended as a way of drawing poisons out of the body. Once this is accomplished, the continued drinking of purified water is a bad idea."

pH Chart

Metabolism works best
in an alkaline level

Blood must remain between
7.35 and 7.45 for optimum health

Hydrochloric acid is
very powerful



So, if Municipal Water, Distilled Water, and Reverse Osmosis water is bad for you, what is the answer? Either of the two methods of water purification is acceptable but is only the **first** step in producing an acceptable healthy consumer product.

Once water is stripped of all its environmental and human contaminants, it must be restructured or remineralized prior to being recommended for drinking. Today there are two recognized methods of restructuring or remineralizing water:

1. Add the missing minerals by using Synthetic (Chemicals) and bring the pH level back to neutral or slightly alkaline. Many brands of bottled water use this chemical addition method today. However, if you quit drinking Municipal water to get away from chemicals, why would you now pay a premium for chemical laden water when natural minerals are available?
2. Add the missing natural minerals and electrolytes back to the water ORGANICALLY. As water passes through the organic remineralization process its pH level is automatically restored to the healthy ALKALINE stage.

CORAL WATER, (the water the chemical analysis in the sample above reflects) is believed to be the only bottled water to be mass marketed today that is ORGANICALLY REMINERALIZED.

PLASTIC BOTTLES, LANDFILLS, ENVIRONMENTAL CONCERNS

Now, let us address the environmental problem with plastic bottles and landfills. First, let me say that everyone should be very diligent to recycle all of the slow biodegrading materials used in the modern home. Water bottles represent less than 20% of the overall volume of plastic in the landfill and less than 2% of the overall trash dumped into the landfills. However, cities and counties must have a recycling program to accommodate individuals who want to but can't recycle. To find out about your municipal recycling program, call your city hall.

Manufacturers of plastic bottles should address the problem with available technology. For example, one plastic bottle manufacturer and water producer have set the pace for the Nation with a plan that affects both the landfill problem, and addresses the economics of Bottled Water.

This unique plan can reduce the amount of plastic water bottles going to landfill by 80%.

The consumer buys one or more 6 packs, 12 packs or 16 packs of 16 ounce bottles of water that are labeled "dishwasher safe" bottles. Those bottles can be reused after passing through a cycle in your dishwasher and filled from one gallon or 4 gallon jugs of bottled water.

Such a plan not only reduces the number of bottles in the land fill by 80%, but cuts the cost of the Bottled Water by 80%, reducing the cost of a 16 oz bottle of water from \$1.09 to anywhere from 19 to 22 cents. (One can fill 8-16oz bottles from a one-gallon jug at the cost of \$1.49 to \$1.79. Such a plan reduces landfill from plastic water bottles by several million tons per year.

"It's unfair to say bottled water is causing extra plastic in landfills, and it's using energy transporting it," "There's a substitution effect—it's substituting for juices and Coke and Pepsi." Yes we still drink almost twice the amount of soda as water—which is, in fact, 90% water and also in containers made to be discarded. If bottled water raises environmental and social issues, don't soft drinks raise all those issues, plus obesity concerns?"

DOES THE PLASTIC TAINT THE WATER?

There are many grades of plastic bottles just as there are many brands of Bottled Water. In the end, it is pretty simple: the plastic bottle material must match the chemical content of the water.

If the water is acidic, the bottle must be made of a material that is resistant to acid.

This is where greed takes over. Many producers of bottled water are so concerned about the cost of components that they buy the cheapest bottle and cap that can be found and ignore the leaching problem with acidic water and cheap opaque plastic bottles. Those producers are either oblivious to the facts or believe that the consumer wants the cheapest water in the cheapest bottle they can find, regardless of the safety.

The problem here is that the consumer is uneducated as to the proper match between the water and the plastic bottle and in many instances does not realize that the sweetness of low price disappears with the first gulp of water. This is one of the major factors that give bottled water bad press.

P.E.T. is the highest grade of plastic bottle made today, you can recognize it (by sight) IT IS CRYSTAL CLEAR. And it represents both QUALITY and SAFETY. No leaching of poison plastic polymers, no plastic taste, and the consumer can see the water they are buying.

Producers of premium water recognize that, and use P.E.T. for their premium products. However, just because the bottle is clear does not mean the water is premium. One must read the label carefully. Be sure that the water inside has been purified and organically re-mineralized regardless of what exotic source or land it comes from. Wise consumers buy gallons; they cost 80% less than those 16oz single use bottles.

(Gallon \$1.49 to \$1.79 versus 16 or 20 ounces at \$.99 to \$1.29)

Acidic waters in opaque (non-see-through) bottles allow leaching of the poisonous plastic materials into the water and, many times, you get that plastic taste. One can test the water's pH with a simple pool test kit. Be sure the water is either neutral or alkaline (i.e. 7.2 or above).

DOES LEAVING THE BOTTLE IN A HOT CAR INCREASE THE RISK OF TOXINS?

Distilled or reverse osmosis water that has been organically remineralized, then packaged into clear P.E.T. bottles is safe in a hot car, even at temperatures above 120 degrees for several hours. (Cheap bottles and unpurified water are a dangerous combination and that water should not be consumed after extended exposure to extreme heat.)

In fact, testing has been conducted where P.E.T. bottles of premium water have been left on the back ledge of a car in the hot sun for 7 days (in Florida) and no leaching or degrading occurred.

DOES FREEZING THE BOTTLE OF WATER POSE ANY DANGER?

Distilled or reverse osmosis water organically (naturally) remineralized in P.E.T. Bottles can be frozen for days with no leaching what so ever. In fact, many users freeze a bottle and drink cold water as it melts all day long. Just be sure there is adequate headspace in the bottle to allow for expansion.

CAN ONE SAFELY RE-USE A BOTTLE?

Only those bottles labeled "dishwasher safe" should be reused due to two concerns:

Leaching of toxins from the plastic.

Bacterial contamination.

However, drinking from the same bottle by the same person all day does not cause a bacterial concern, usually any bacteria found on the neck of the bottle is the normal mouth flora of the person drinking from the bottle. Just be sure to start with a clean bottle each day, do not use the same one without sanitizing it between uses.

WHAT IS THE BEST WATER?

This article is not to damn one brand and promote another-- and is not brand specific. What we are discussing is the quality of water, and therefore, the purification technology.

There is only one way to assure that the water you are buying is safe, and that is to be sure that regardless of what exotic place or source it comes from or how pure it is purported to be is to read the label and confirm for yourself it has been thoroughly purified and (2) it has been organically (naturally) remineralized. Let us look at some of the rationale for such a statement:

An article appeared in the St. Petersburg Times addressing Spring Water. The headline: "SPRINGS BRING MYSTERY ILLNESS."

"Officials say pollution problems in places like Ichetucknee Springs and Wakulla Springs have worsened in recent years, and they now have growing concerns about the effects on human health. It has prompted the state Department of Health to launch an epidemiological study that may begin in the next two to three weeks."

The report goes on to say, " Because the Springs come gushing from deep beneath the earth, "we look at the pretty water flowing out of the ground and think it's got to be pure, and it's not anymore," Stevenson said. (Jim Stevenson was formerly in charge of Department of Environmental Protection's Florida Springs Task Force.)

"Instead, Florida's springs are increasingly polluted by nitrates, which come from fertilizer, sewage and animal waste. The pollution seeps through the porous limestone and contaminates the aquifer, then mingles with the water shooting back to the surface in springs."

Remember earlier in the report we found that the Independent Chemical analysis of Municipal water had traces of nitrates, and dozens of brands of bottled water offer "Natural Spring Water." Some say filtered, some are bottled right out of the ground. Most Municipal sources are wells tapped into the Florida Aquifer, which feeds these same springs.

HOW ABOUT GLACIER WATER?

Have you ever been to France or Italy and taken a trip to the top of Mt. Chamonix and looked down at the thousands of years of glacier formations? Did you see the black layers of pollution that have formed over the years? Can you imagine clean water from such a source?

The truth is that environmental contamination is worldwide and gets worse every year.

Consumers can only be told tales of purity so long; eventually education reveals the truth.

HOW ABOUT MOUNTAIN WATER?

One cannot say that there are not some mountains that still have pure springs. However, one only needs to go to the mountains of the Blue Ridge Chain to see thousands of trees dying from an unknown contaminant believed to be Acid rain. If it is toxic enough to kill the trees, do you think it might seep into the ground and contaminate the springs.

HOW ABOUT VOLCANIC WATER?

It is difficult to fathom that pure water can flow out of the same volcano that spews million of tons of toxic clouds into the atmosphere and contaminates water supplies thousands of miles away.

The Economics of Bottled Water

*The Consumer pays the cost of bottled water in one of two ways:
It is either the cost of FREIGHT from somewhere around the world's exotic places where this "PURE" water comes from*

Or

The consumer pays for a virtually fool proof purification technology where local water is thoroughly processed where all contaminants, natural or manmade, are removed, and the water is organically remineralized just prior to bottling (assuring independently verified purity and quality as demonstrated by the studies referenced above).

Where are the costs? The costs are in the packaging; the bottles, labels and closures, as well as in the purification process. If the water is in a cheap bottle and comes from some exotic place unprocessed, it is the cost of shipping that determines the price.

WHAT DOES THE FUTURE HOLD FOR BOTTLED WATER?

You, the consumer, will determine the future of each bottled water supplier/manufacturer as you become more educated on bottled water's safety, identity, quality and purity!

There is one thing for sure, PURIFICATION and ORGANICALLY (NATURALLY) REMINERALIZED WATER IS THE FUTURE OF BOTTLED WATER.

Will municipal water quality improve? Municipal water quality depends on the 70 year old distribution systems from the municipality to the end user. The quality can only improve as the distribution system is replaced. Estimates are 40 to 50 years and unfortunately as the distribution system is upgraded the water source will become more contaminated.

REGULATIONS OF MUNICIPAL WATER

Quality demands are less on municipals due to the need to disinfect the distribution system that is why so much Chlorine and other harmful chemicals are found in the antiquated distribution system.

The levels of poisonous toxins listed in the municipal report are all within the FDA allowed limits; the FDA and EPA believe that the toxins are the lesser of two evils. (The two evils are toxin and bacteria.)

The damage by toxins is realized over a period of years while bacterial contamination is quick and sometimes fatal.

REGULATION OF BOTTLED WATER

Since there exists today the technology to purify water to the maximum quality, the FDA restrictions are much more stringent. The problem is that so many firms are racing to get a piece of the massive profits from the situation; literally hundreds of the plants around the world have never been inspected.

CONCLUSION

Bottled water is here to stay and will grow stronger each year as environmental and manmade contamination becomes more prevalent. On Sunday, September 10th, 2006, the New York Times reported the following: "If not checked 36 states will face water shortages by 2013," the EPA says.

The same article goes on to say that most analysts expect the water market in the United States to be worth "\$150 BILLION by 2010." Such massive increases in revenues provide a perfect vehicle for "profiteers" whose number one priority is profit.

There is much to be done in the area of consumer education to assure that consumers are not duped by profit mongers as this industry matures. This will be accomplished by the proliferation of purification technology and the consumer's ability to recognize the difference.

Remember the old adage "buyer beware." It is still as important as it was 50 years ago.

About the author:

Paul L. Simmons (now retired) was (for over 30 years) a recognized authority in FDA's Good Manufacturing Practice Regulations as well as plant and process design for the Genetic, Pharmaceutical, Device, Diagnostic and Nutraceutical Industries.

He served as a consultant in plant and process design, specializing in highly sophisticated Water Purification Systems in more than 54 major firms in 94 plant locations around the world. He holds dozens of U.S and foreign patents and has authored 17 technical textbooks (registered in the Library of Congress) on Process design and Regulatory Compliance.

CORAL WATER IS NOW AVAILABLE AT THE FOLLOWING LOCATIONS:

Kash N Karry, Sweetbay, Albertsons, CVS/Pharmacy, and over 1500 convenience stores throughout Florida (distributed by H.T. Hackney). CVS/PHARMACY also distributes CORAL ICE -- a bagged ice made from Coral Water. (It does not make sense to drink bottled water and cool it with chemical laden ice)

Coral Water is the Official Water Supplier Sponsor for Special Olympics Florida and a portion of the proceeds of each sale goes to support Special Olympics activities.

CORAL PET WATER is now available at all ALBERTSONS locations in FLORIDA

*Outside Florida, Coral water is available at **FARM FRESH Stores** in the Virginia Beach area (distributed by Coastal Atlantic of Virginia Beach).*