

Environmental degradation

Contaminating Water

» Arsenic, mercury and bromides have been found in bottled water.

Recycling Record

» Bottled water corporations undermine community recycling efforts, often outspending recycling proponents by as much as 30 to 1.

Eco-Threatening

» Plastic bottles release highly dangerous toxic chemicals and contaminants into the air and water when they are manufactured. And these containers are the fastest growing form of municipal solid waste in the US and Canada.

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It struck me...that all you had to do is take the water out of the ground and then sell it for more than the price of wine, milk or, for that matter, oil.

— Past chairman of Perrier

Corporate control

Water Privatization

» Public water systems are bottled water's biggest competitors. And the expanding bottled water market erodes people's confidence in their public water systems, paving the way for higher prices and corporate control of our water resources.

Water Takings

» Bottled water corporations use their political influence and economic might to take water resources from communities.

School Contracting

» Across the US and Canada, there are a growing number of schools, universities and colleges signing exclusive beverage contracts with the cola kings, Coke and Pepsi. Both corporations are major players in the bottled water market and are pushing these products aggressively in schools in hopes of turning students into life-long consumers.



want to learn more?

www.polarisinstitute.org
www.stopcorporateabuse.org
www.kNOwbottledwater.org
www.bottlebill.org

Add your community group here:



Ever wonder what

ELSE

is inside
the
bottle



Awareness to Action

A Campaign to Challenge
the Bottled Water Industry

www.insidethebottle.org

»» THE BOTTLE WATER INDUSTRY CLAIMS THEIR PRODUCTS ARE PACKED WITH PURITY AND GOOD HEALTH. BEFORE YOU SWALLOW THAT, CONSIDER WHAT ELSE IS INSIDE THEIR BOTTLES, AND WHICH CORPORATIONS ARE EAGERLY SCREWING TIGHTER THE SEAL ON THE WORLD'S LIMITED WATER SUPPLIES.

A FEW LARGE CORPORATIONS dominate the bottled water industry. The big players are Coca-Cola, Pepsi, and Nestlé. In the last decade, these corporations have benefited from explosive growth in sales of their various bottled water brands. In the U.S. alone, consumption of bottled water has more than doubled while in Canada, people are drinking this beverage more than coffee, tea, apple juice or milk! Bottled water is nearly a 50 USD billion dollar per year 'superstar' industry and growing at an alarming rate.

While the demand for clean drinking water is growing, the world's fresh water sources are limited and increasingly threatened with pollution, contamination and overuse. Industry giants like Coca-Cola, Nestlé and Pepsi have been aggressively tapping into ground water and municipal water

systems to fill their plastic bottles with what is essentially a public resource to make a private profit.

These corporations are also packing more inside their bottled water products than people may realize. Consider that not only are literally billions of plastic containers littering communities from the end use of bottle water, but the plastics industry is threatening our air, land and water systems by manufacturing the containers for this superstar growth industry.

INSIDE THE BOTTLE: AN EXPOSÉ ON THE BOTTLED WATER INDUSTRY by the Polaris Institute has shown the major corporate players in this industry guilty of irresponsible and dangerous corporate practices that manipulate consumers, degrade the environment and threaten the public's right to water. Take a close look at these three troublesome areas inside the bot-

ronment and threaten our human right to water. Check out: www.insidethebottle.org

- 🕒 Use the educational materials in the **Awareness to Action campaign kit** and help expose the scam that bottled water giants like Coke, Pepsi, Nestle, and Danone are pulling.
- 🕒 Organize in your community to **challenge and resist** the

Consumer manipulation

Price Gouging

»» Bottled water is 240-10,000 times more expensive than tap water—even though more than 25% of bottled water originates from municipal tap water systems.

Transforming Water

»» Bottled water is a product based on a clever ruse—it is quite simply water transformed into water. As a former executive of Perrier once remarked, "It struck me...that all you had to do is take the water out of the ground and then sell it for more than the price of wine, milk, or for that matter, oil."

Marketing Schemes

- »» Bottled water cartels like to suggest that tap water is inferior, yet NYC's water is tested more than 400,000 times/year and the City of Toronto tests its water quality every 4 hours! Meanwhile, bottled water plants receive government inspections once every 3-6 years!
- »» The same companies that sell dehydrating colas use slogans like 'get hydrated or die' to sell their bottled water products.

want to **get involved?**

Want to learn more about how water bottlers operate in your community? Pitch in and contribute to a **unique internet project** that exposes how the bottled water corporations manipulate consumers, degrade the envi-

ronment and threaten our human right to water. Work with **community, environmental, faith-based, and labour groups** to promote the rebuilding of our public tap water systems and services.

- 🕒 **Inside the Bottle Campaign Resources** can be found at www.insidethebottle.org