

## **WATER TAKINGS**

- There are no laws in the US requiring companies to disclose, on their label, the source and location of their water takings. In Canada regulations are modest.
- Where regulation exists, it differs significantly from state-to-state and province-to-province. As a result bottled water labels can be very misleading.
- Bottled water corporations use their political influence and economic might to take water resources from communities such as Guelph Ontario and Mecosta County, Michigan.

For more information on student campaigns challenging bottled water, go to: [www.insidethebottle.org](http://www.insidethebottle.org)

To join your campus' campaign, contact:

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## **TRANSFORMING WATER**

- Unlike other raw materials, bottled water is, simply water transformed into water.
- A number of studies have demonstrated that bottled water is often less safe than tap water. One 'treatment process' creates bromate, which is considered a carcinogen.

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## **MARKETING SCHEMES**

- Bottled water has become "North America's most affordable status symbol."
- The bottled water advertising campaigns use images to deceive consumers into buying some thing that largely exists in an imaginary environment
- Slogans like 'get hydrated or die' expose an essential contradiction – the same companies produce dehydrating soft drinks.

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