

CONTAMINATING WATER

- Several peer-reviewed scientific studies have found disturbing concentrations of toxic ingredients such as arsenic and mercury in bottled water. Research has also found that antimony (a carcinogen) can leach from the bottle into the water.
- When Coca-Cola's Dasani brand was launched in the UK (March 2004) nearly half a million bottles were recalled due to bromate contamination.
- Bottling plants are inspected only once every 3-to-6 years.

For more information on student campaigns challenging bottled water, go to: www.insidethebottle.org

To join your campus' campaign, contact:

RECYCLING RECORD

- Recycling rates for plastic bottles have steadily declined since 1995.
- The industry has failed to fulfill promises towards increasing recycled content in their bottles.
- The industry actively opposes legislation aimed at improving recycling.
- Bottled water companies support the use of a deceptive logo on their products that misleads consumers into thinking their product can be recycled, when often it can't.

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SCHOOL CONTRACTING

- Across the US and Canada, there are a growing number of universities signing exclusive beverage contracts with Pepsi or Coca-Cola.
- Contracts give long-term profitable access to students in captive environments.
- Students become life-long consumers of their products.
- Secretive contracts are cloaked from public scrutiny

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