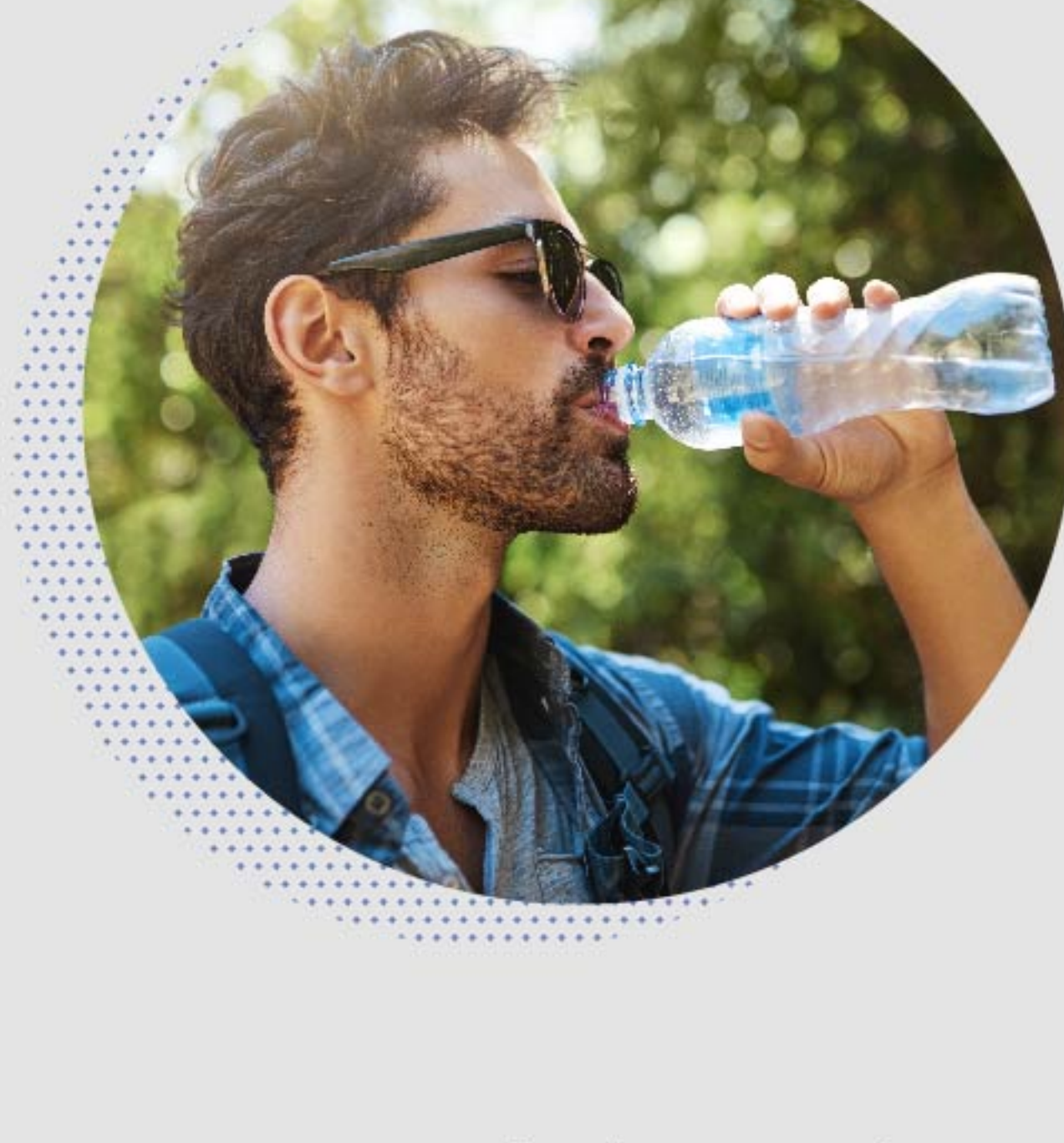




The Case for Tap Water

We explore how **switching to filtered tap water** can be good for your health and the environment, and provide tips for **ensuring your water is safe to drink**.

How Much Are You Paying for Bottled Water?



Americans spend **roughly \$4 billion** on bottled water annually.

Bottled water is up to **10,000 times more expensive** than tap water.



Ironically, **about 1 in 4** bottled waters consist solely of tap water.



Americans consume **45.2 gallons** of bottled water per capita (**\$433.92**).



By switching to tap, Americans could save **almost 2,400%** on drinking water costs.



What Happens to Discarded Water Bottles?



Roughly 695 plastic water bottles end up in landfills every second in the U.S.

Plastic water bottles take **300 years** to decompose in a landfill.

Plastic bottles have **-80 contaminants** that leach into groundwater.

Is Bottled Water Safer to Drink?



60-70% of bottled water sold in the U.S. is exempt from federal regulation and safety standards.

City water providers test for bacteria **25x more frequently** than bottled water plants.



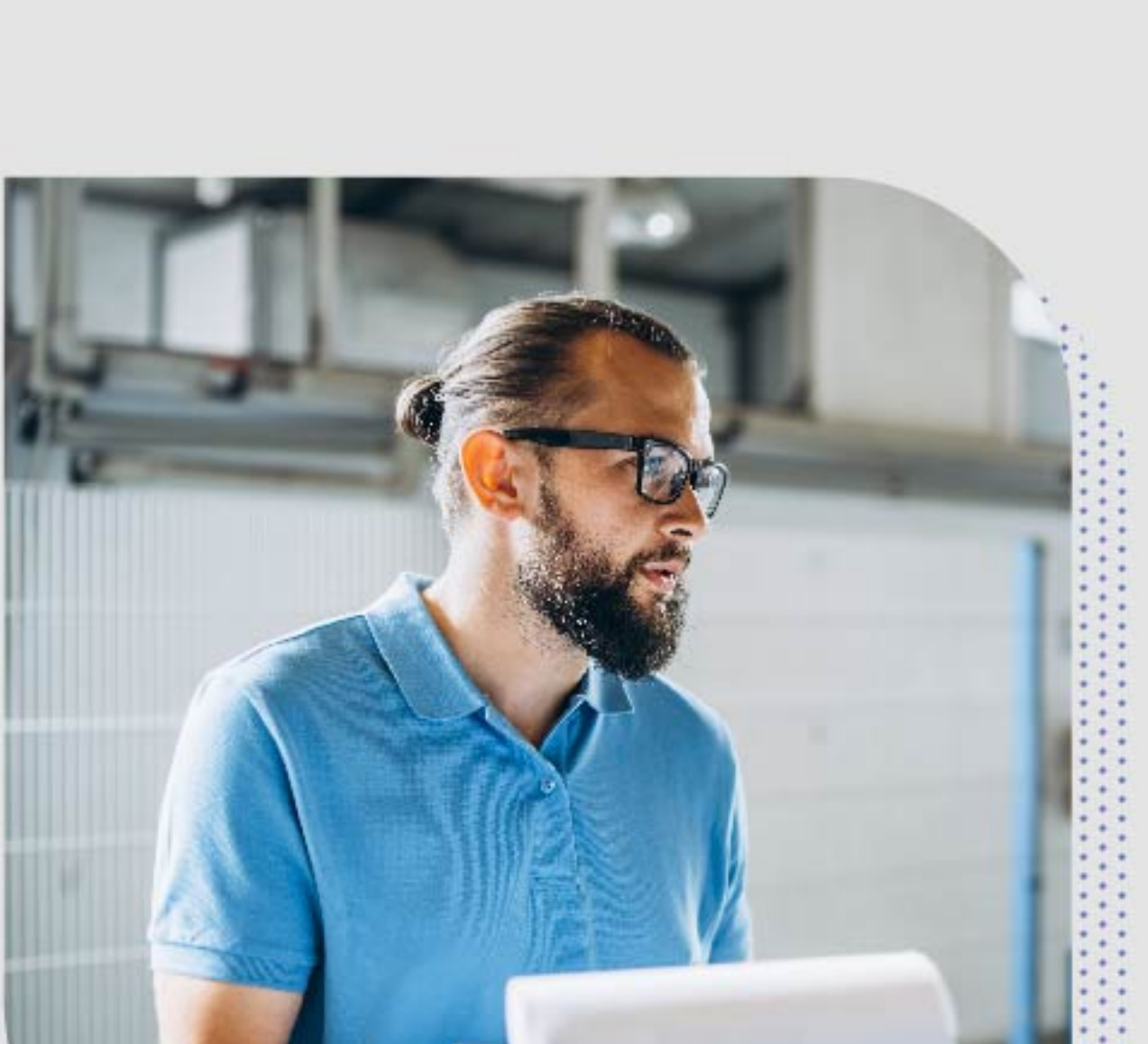
The presence of **fecal coliform bacteria** is not prohibited for bottled water.

Tips to Ensure Your Tap Water Is Safe

Test your water.

For private wells: Send a water sample to an NSF-certified lab.

For city water: Check your provider's annual Consumer Confidence Report.



Consult an expert.

Consult a water filtration expert to determine which water filter is best for your home.

Install a certified water filter.

For drinking water: Install a point-of-use system.

For household water: Install a point-of-entry system.

