

Let's talk about bottled water.



KIM JEFFERY
President/CEO
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In response to some recent articles in this newspaper, I would like to set the record straight on a few issues. Having spent the last 30 years helping to build the bottled water industry in the United States, I want to be sure you have all the facts about why bottled water is important to health and why Zephyrhills is a brand you can trust.

1. Every bottle of Zephyrhills Spring Water you purchase is 100 percent natural spring water. The U.S. Food & Drug Administration states a specific rule for labeling a product as spring water, and we guarantee the quality of our products.

2. Nestlé Waters North America has the lightest environmental footprint of any beverage company in America. We have the most green beverage factories in the United States, use the least amount of plastic in our bottles - every one of which is recyclable - and we use far less water per gallon of finished product than soft drinks, juices or beer.

3. Bottled water is one of the healthiest packaged beverages you can consume. There is a health epidemic in America caused by obesity, and we believe bottled water represents one of the solutions. Americans should be drinking more water, whether bottled or tap. Consider the following:

- 32% of American adults are considered obese according to a 2003-04 study by the [Centers for Disease Control \(CDC\)](#).
- The average teenager consumes between 10-15 teaspoons of sugar per day from beverages, according to a study published in June 2005 by the [Center for Science in the Public Interest](#).
- A CDC study estimates that one out of every three children born after the year 2000 will be diagnosed with diabetes.
- One out of every eight dollars spent on health care in America is spent to treat diabetes, according to a June 2007 study by the [National Changing Diabetes Program](#).

4. Quality is protected by the bottle. You will not find chlorine or chlorine by-products in Zephyrhills. The bottle ensures that you won't need it. Our process includes micro filtration, a measured amount of ozonation and ultra violet light as disinfection. The beneficial mineral content is left untouched. **The result is guaranteed quality you can trust.**

ECO-SHAPE BOTTLES



Our Eco-Shape bottle uses an average 30 percent less plastic than other half-liter beverage bottles.

GREEN BUILDING COMMITMENT

Our bottling plant in Madison County earned Silver LEED Certification (Leadership in Energy and Environmental Design) from the U.S. Green Building Council.



CRYSTAL SPRINGS PRESERVE

Thousands of Florida students come each year to learn about springs and eco-systems at the original water source for Zephyrhills.



NORTH AMERICA