



## Bottled Water: A Smart Choice

### Keeping Your Health in Mind

- ✓ **Healthful Hydration:** Bottled water provides easily accessible, zero-calorie hydration.
  - Substituting a healthful beverage such as bottled water for a sugary beverage can help in maintaining or losing weight.
- ✓ **Highly Regulated:** The [Food and Drug Administration](#)'s standards for bottled water must be as stringent and protective of public health as [Environmental Protection Agency](#)'s standards for tap water.
  - Nestlé Waters tests its water more than 6,000 times a day as part of a 10-step quality control process that also follows HACCP principles. It begins with science-based source selection and continues through bottling and sealing the contents under sanitary, FDA-mandated conditions.
  - Quality reports for all of our brands are on our [Web site](#) or available by calling the toll-free number on our bottle labels.
- ✓ **Safety First:** Bottled water plays an important role when municipal water is temporarily unpotable due to natural disasters or other emergencies.
  - For nearly three decades, Nestlé Waters has worked with the [American Red Cross](#), AmeriCares and other relief agencies to provide vital drinking water in times of need.

### Keeping the Environment in Mind

- ✓ **Water Efficient:** Every time a consumer chooses bottled water over a drink like soda or beer, water is saved.
  - It takes 1.4 gallons of water to make 1 gallon of our bottled water, compared to more than 2 gallons for soda and 5 gallons for beer.
  - Bottled water uses just 0.02% of the total U.S. renewable ground water annually.
- ✓ **Using Less:** Reducing the amount of plastic in our bottles is one of the best ways to reduce our carbon footprint.
  - Our Eco-Shape® bottle has up to 30% less plastic than similar containers on store shelves.
  - We will continue to reduce the plastic content of our bottles by an additional 15 to 20% by 2010.
  - We aim to produce a “next-generation” bottle made from recycled or renewable materials.
- ✓ **Recycling Matters:** Our bottles are 100% recyclable, including the caps.
  - Today, more water bottles are being recycled. In fact, the water bottle recycling rate improved to more than 23% in 2007.
  - Nestlé Waters has committed to further improving recycling rates to 60% for PET beverage bottles with the help of state governments, recycling stakeholders and other businesses.