

# **WATER PRODUCTS** facts & figures

## What's In That Bottle?

(NAPSA)—Americans have doubled their consumption of water products in the past decade, purchasing nearly \$6 billion of packaged water in 1999.

When consumers face a giant wall of water products in the supermarket, however, it can be hard to know what to choose. Reading labels doesn't always make the selection easier, according to water expert Arthur von Wiesenberger, founder of bottledwaterweb.com.

How to choose the best water product? Von Wiesenberger's advice: source matters.

Von Wiesenberger says consumers should pay attention to what the vendor says—or doesn't say—about the water's source and its processing. "Some top-selling brands, like Pepsi's Aquafina or Coca-Cola's Dasani, process and bottle local tap water," he said.

Companies that bottle processed

spring water may have multiple sources and may ship their water to another site for processing.

In contrast, he says, the highest quality water products are bottled directly from one pure source, keeping the natural mineral content intact, such as Trinity Natural Mineral Dietary Supplement's Trinity Springs in Paradise, Idaho or Evian's Source Cachet in Evian-Les Bains, France.

Most premium water products provide consumers information about their spring source on their product label. Von Wiesenberger points to Trinity as a water product with a consumer-friendly label. "Consumers can easily read what is in the product and whether it has been disinfected or not," said von Wiesenberger.

For more information on how to evaluate water products, visit [www.bottledwaterweb.com](http://www.bottledwaterweb.com).

*Guide to Water Product Categories*  
Source: Arthur von Wiesenberger, [www.bottledwaterweb.com](http://www.bottledwaterweb.com)

	Definition	Product Examples	Processing
<b>"Whole" Natural Spring</b>	One natural spring source Bottled at the source Minimum processing No disinfection	TRINITY Natural Mineral Dietary Supplement	Naturally pure
		Evian Natural Spring Water	Naturally pure
<b>"Disinfected" Artesian or Spring</b>	Natural spring or artesian source(s); Often bottling off-site; Moderate to high levels of processing and disinfection	Fiji Natural Artesian Water	Multiple Processes
		Healthy California Infused Water Product	Multiple Processes
		Miracle Sports Water	Multiple Processes
		Sierra Natural Spring Water	Multiple Processes
<b>"Tap"</b>	"Highly treated water" from local water supplies; maximum processing and disinfection	Aquafina Purified Drinking Water	Highly Processed
		Dasani Purified Water	Highly Processed

