



**THINK  
OUTSIDE THE  
BOTTLE**

**TAKE THE  
PLEDGE**

**CHALLENGE  
CORPORATE  
CONTROL  
OF WATER**



[www.ThinkOutsidetheBottle.org](http://www.ThinkOutsidetheBottle.org)



**CORPORATE  
ACCOUNTABILITY  
INTERNATIONAL**  
CHALLENGING ABUSE, PROTECTING PEOPLE

## BOTTLED WATER IS CLEANER, HEALTHIER AND SAFER THAN TAP WATER, RIGHT?

Well ... not exactly.

In fact, nearly HALF (44%) of bottled water comes from our public water systems that corporations resell for huge profits.

## NESTLÉ'S PURE LIFE?

Tap water.

## PEPSI'S AQUAFINA?

Yep, tap water, too.

## COKE'S DASANI?

Once again, tap water (but you wouldn't know from the label).

## THE CORPORATE COVER UP

In the face of a growing global water crisis, a handful of corporations are turning water into a profit-driven commodity when it needs to be regarded as a human right.

Nowhere is the corporate water-grab more insidious than in the massive bottled water market that these corporations have attempted to create.

Nestlé (Pure Life), Pepsi (Aquafina) and Coke (Dasani) use tap water. Yet these corporations market their product so that it undermines people's confidence in the very same public tap water that they use in bottling. **In reality, tap water is better regulated than bottled water.** Plus, our public water systems regularly and publicly disclose the quality of their water and alert the public of any problems, while most bottlers refuse to do the same.

On top of that, some bottlers, like Nestlé, ride roughshod over communities' concerns and the environment when they extract water and build bottling plants to get local spring and ground water.

Think Outside the Bottle challenges the bottled water industry and galvanizes support for public water systems.

## WE'RE DEMANDING THAT NESTLÉ, PEPSI AND COKE:

- Reveal the sources and sites of the water used for bottling.
- Publicly report breaches in bottled water quality, comparable to reports by public water systems.
- Stop threatening local control of water when siting and operating bottled water plants.

## TELL CORPORATIONS TO COME CLEAN ABOUT BOTTLED WATER

### • TAKE THE PLEDGE.

Join tens of thousand of people, more than 140 cities, 6 states and hundreds of businesses across the country and pledge to **Think Outside the Bottle**. Opt for public tap water over bottled water and call on local, state and federal officials to prioritize support for public water systems over bottled water profits.

### • USE A REUSABLE WATER BOTTLE.

Show your support and make a statement with your very own Think Outside the Bottle water bottle. Visit [www.ThinkOutsidetheBottle.net](http://www.ThinkOutsidetheBottle.net) and order yours today.

### • BECOME A TAP WATER CHAMPION.

Sign up to get our updates and make your voice heard on critical and timely actions at [www.StopCorporateAbuse.org](http://www.StopCorporateAbuse.org)

