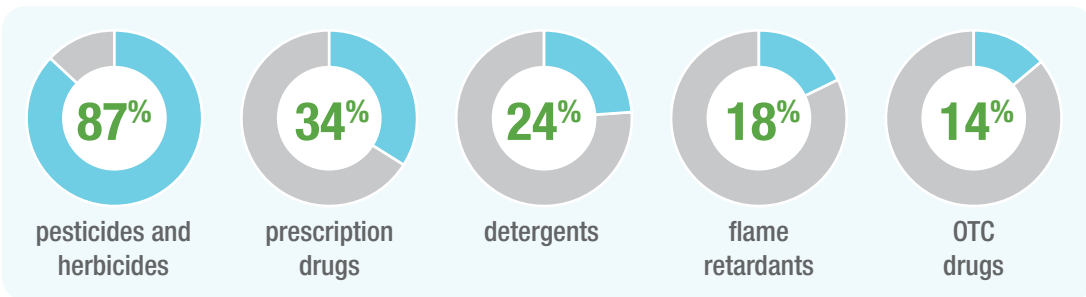
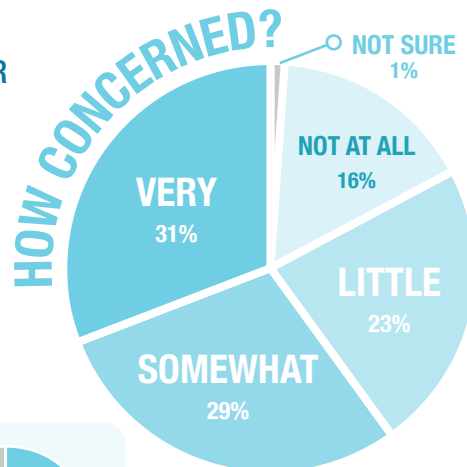
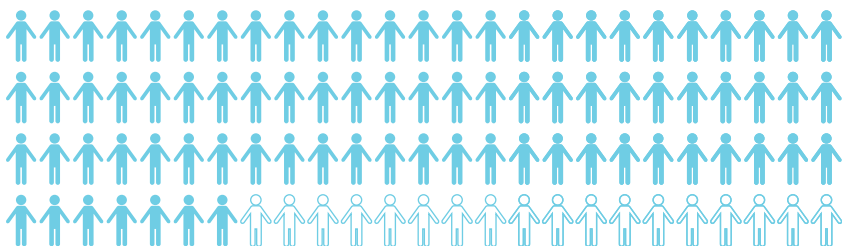


CONSUMER CONCERNS *about* EMERGING CONTAMINANTS

Some emerging drinking water contaminants are concerning to many consumers according to a new survey by global public health organization NSF International.

These emerging contaminants include some prescription and over-the-counter (OTC) drugs, new types of herbicides and pesticides and chemicals used as flame retardants and detergents.

82% OF CONSUMERS REPORT THAT THEY ARE CONCERNED ABOUT THE NEGATIVE EFFECTS EMERGING CONTAMINANTS MAY HAVE ON THEIR HEALTH ALTHOUGH AT TRACE LEVELS THEY ARE NOT A PUBLIC HEALTH ISSUE.



PESTICIDES AND HERBICIDES IN DRINKING WATER ARE THE LARGEST CONCERN.

CONSUMERS ARE MOST LIKELY TO DISPOSE OF PRESCRIPTION/OTC DRUGS BY THROWING THEM IN THE GARBAGE.



Millennials are MUCH MORE LIKELY than any other age group to simply throw the medicine in the garbage.



46% ages 18-34 throw them in the garbage



37% ages 55+ dispose at medical facility

WHAT CONSUMERS CAN DO TO REDUCE EMERGING CONTAMINANTS IN THEIR DRINKING WATER

Consumers may want to consider one of the 56 water treatment products certified to **NSF/ANSI 401**, an American National Standard that verifies the ability of a water treatment device to reduce up to 15 emerging contaminants in drinking water.



Visit www.nsf.org/info/contaminants to find certified products.