



clean.

ECO-FRIENDLY. Bottled water is always a trade-off between taking care of your health or the environment.

Natural Choice Water is always bottle-free, and always freshly filtered, not stagnant sitting for weeks in a plastic container.

Turn on the tap and relax, knowing you're doing the right thing for your body and the planet.



simple.

SUSTAINABLE. What could be simpler than replacing 8,000 bottles with a single Natural Choice filter?

You're not only saving the landfills, with Natural Choice you're saving a lot of money.

No more trips to the supermarket or dropping coins in a vending machine. No more deliveries or tie-ups at the loading dock or freight elevator. No security clearances for delivery personnel.

Who knew going green could be so simple.



smart.

INNOVATIVE. Since 1990 Natural Choice has been developing smart, sophisticated products that have always been environmentally responsible.

From replacing bottled water to conserving energy with product features such as SleepMode™, Natural Choice's green initiatives have always enhanced our products, without sacrificing quality.

Smart products, smart designs, smart decision!...Welcome to Natural Choice.

START ENJOYING THE UNLIMITED POSSIBILITIES OF GOING GREEN.

environmental impact of bottled water



Wasting Petroleum Resources

- 28 billion PET water bottles used in USA every year
- 17 million barrels of oil every year to produce PET water bottles
- ...enough oil to drive 700,000 cars each year



Greenhouse Gases & Air Pollution

- Thousands of trucks used every day to transport bottled water
- 2 billion bottles imported to USA every year
- 2.5 million tons of CO2 emissions every year to produce PET water bottles



Aquifers & Ground Water

- Thousands of US wells at record low levels
- Wisconsin's main aquifer is draining by 7 feet per year
- SE and SW USA suffering from drought
- Aquifers require thousands of years to develop



Landfills

- 2 million tons of PET bottles added every year
- Only 13% of all PET bottles recycled
- 60 million PET bottles thrown in landfills every day



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