



CLEAN WATER

WHY FILTRATION MATTERS FOR YOU & THE PLANET

HOW WATER IMPACTS PERSONAL HEALTH

Your body is about 60% water. The quality of the water you drink matters just as much as how much you drink.

Cleaner water supports:

- Healthy detox pathways
- Balanced hormones
- Strong immune function
- Reduced overall toxic burden

Filtered water is one of the simplest, most impactful swaps you can make.

BEACHES GO GREEN 2.0



**HEALTHY PLANET
HEALTHY YOU**

WHY WATER QUALITY MATTERS

Water is essential for every system in your body — digestion, detoxification, hormone balance, brain function, and energy.

But not all water is created equal.

Even treated tap water can contain:

- Chlorine & chloramine
- PFAS (“forever chemicals”)
- Heavy metals (like lead)
- Pesticide residues
- Pharmaceutical traces
- Microplastics

These contaminants may be present in small amounts, but daily exposure adds up over time.

When we reduce our toxin load, we support both personal health and environmental health.



HOW FILTRATION SUPPORTS PLANET HEALTH

Water pollution doesn't just affect us — it affects ecosystems.

Contaminants like PFAS and pesticide runoff accumulate in:

- Rivers
- Oceans
- Wildlife
- Seafood

Choosing to filter your water:

- Reduces reliance on single-use plastic bottled water
- Decreases plastic waste in oceans
- Lowers microplastic exposure

Protecting your water = protecting marine life.

Start where you are. Progress over perfection.

- Use a water filter pitcher instead of bottled water
- Store water in glass or stainless steel
- Check your local water report
- Replace filters regularly

Every small step reduces exposure.

TYPES OF WATER FILTRATION

Not all filters remove the same contaminants.

Carbon Filters

What it does:

Reduces chlorine, odors, and some chemicals like VOCs and certain pesticides.

Pros:

- Affordable
- Easy to install

Considerations:

- Does not remove all contaminants
- Effectiveness depends on brand & certification

Reverse Osmosis (RO)

What it does:

Uses a membrane to remove a wide range of contaminants, including heavy metals, PFAS, fluoride, and nitrates.

Pros:

- Very thorough filtration
- Removes many common drinking water contaminants

Considerations:

- Higher upfront cost
- Creates some wastewater
- Removes beneficial minerals (some systems add them back)

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