



# DASANI IS DAPHONY

Buyer beware! If you don't like being cheated and made a fool, don't buy another bottle of Dasani water. It's a fraud.

Coca-Cola's Dasani is just processed tap water from city and town water supplies. In 2004, The Coca-Cola Company had to recall half a million bottles of Dasani in the United Kingdom after its "purification process" produced excess levels of bromate, a cancer-causing chemical, in its bottled water.

According to Tony Clarke, author of *Inside the Bottle: An Exposé of the Bottled Water Industry*, bottled water, "is not necessarily safer than, nor as regulated as, tap water." In fact, it may be less pure than tap water unless you live in areas where water is contaminated and unfit to drink.

Each year, almost two billion bottles of Dasani are packaged and sold in blue-tinted plastic bottles made of environmentally destructive toxic chemicals. Those bottles are dumped in our landfills at an alarming rate while Coca-Cola aggressively lobbies against bottle deposit bills that promote recycling and help protect the environment.

If that is not enough to make you rethink buying another bottle of Dasani, just picture Coke's wealthy executives laughing at you – all the way to the bank. Why? According to the Natural Resources Defense Council in its study, *Bottled Water: Pure Drink or Pure Hype?*, bottled water costs you from 240 to 10,000 times more than tap water, depending upon the brand name and the public water supply from which it came.

In England, a bottle of Dasani, processed from the town of Sidcup's water supply, costs consumers 3,000 times more than simply filling a bottle from a Sidcup tap!

*Dasani is da phony!  
It's Coca-Cola crap!  
You're better off with water  
From any public tap!*