**Bottled Elixir vs. Tap Water**

BY JULIE DEAROFF
Chicago Tribune (May 13, 2004)

The beverage industry is looking for new ways to market bottled water, and consumers, meanwhile, are drinking up high-fructose corn syrup and other additives to make the water taste better. But American, a major bottled-water producer, is taking a different approach: It's going back to basics.

**The Basics**

Andrea Rusconi, a marketing manager at American, says the company is trying to appeal to consumers by focusing on the natural qualities of its water. She says that American's water is free of additives and has a natural taste. However, some consumers may be leery of bottled water because of concerns about environmental impact, health, or taste.

**The Benefits**

Rusconi says that American's water is better than tap water because it is free of chlorine and other chemicals. She also claims that it is better for your health because it is free of fluoride.

**The Drawbacks**

However, some people may still prefer tap water because it is free and readily available. Additionally, some consumers may be concerned about the safety and quality of the water in their area.

**The Future**

As the bottled-water industry continues to grow, it is likely that we will see more companies taking a similar approach to American's. This could lead to an increase in the number of consumers who choose bottled water over tap water.
April 13, 2007

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BY TENOLA OGUNJOBI
Contributing Writer

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Potential ‘Food Fight’ at Put It On Blast Forum

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Demands for ‘Functional Beverages’ Exceed Those for Tap Water

Continued from Page 1

The premise behind functional water is that the public is chronically dehydrated and short on nutrients. And because it’s often hard to change a person’s behavior, food companies are changing the food they’re eating or drinking.

But is it necessary? Although the bottled-water association recommends drinking eight glasses a day of eight ounces each, the Institute of Medicine—the federal body that advises the government—says “the vast majority of healthy people; adequately meet their daily hydration by letting their thirst be their guide.”

“Most people need to drink two quarts of water a day,” said .f. Marion Nestle, a professor in the Department of Nutrition, Food Studies and Public Health at New York University who thinks “liquid gold” when she sees bottled water. “But these quarts do not have to come from water itself; they can also come from anything with water in it.”

Although artificially vitamin-enriched food and drinks may sound beneficial, they’re not the same as foods with naturally occurring vitamins and minerals. “Beverage Basics is ‘The Blurred Line’” Forbes, 12/21. 1995. January 1, the body can’t reach the labels listing because it can’t absorb it.

Then there’s the question of whether or not we really need more B vitamins, electrolytes (sodium, chlorine, and potassium) and folate.

Endurance athletes who have lost electrolytes through sweat may benefit from electrolyte-enhanced drinks, for example, but for most people, the drinks simply offer extra calories.

According to government dietary guidelines, specific populations—those over 50 and women of childbearing age—are the ones who should worry about increasing intake of vitamin B-12, folate and vitamin D. The rest of Americans should work on reducing calories, saturated and trans fats, cholesterol, added sugars and salt.

There’s no single drink out there — from EnviGlo to SmartWater — that has any proof of benefits,” said nutrition professor Barry Popkin, who directs the Interdisciplinary Center for Obesity at the University of North Carolina at Chapel Hill.

“Yet because [a nutrient] is in the product it doesn’t necessarily mean it will impact you or get in your body. There are all sorts of false labels promising health benefits.

“The American public is told they’re deficient in something when they’re not,” Popkin added. “And what they’re providing is not going to benefit. All they’re doing is selling sugar in another form, adding calories, feeding the obesity epidemic and calling it ‘healthy’.”

Mill. It’s a smart idea to hydrate. And if enhanced water helps people consume less caffeine, we’re going to hear them in a diet, unregulated diet.


But there’s still no substitute for a good diet and eating better than plain water, Dwyff said.

“Those are a lemon or lime slice and enjoy the extra flavor that way,” she said. “Eating right, getting enough rest and reducing stress are the wisest things to do for you.”

www.thehilltoponline.com

Yeah, We’re Still On Top Of It...
No one looks back fondly on the time they spent in a parking garage.
oil prices across the country, like the one pictured above in Utah, have been busy trying to keep up with the growing demand for crude oil. Despite increased demand, the oil industry has been facing serious consequences due to the high prices, as indicated by the $17.7 billion loss experienced by ConocoPhillips, as well as noticeable decreases in inventories globally, as well as inventory of the quarter ending on Sept. 30. The production of ethanol has caused the declining profit margins that both produce and refine oil have experienced a drop in revenue of approximately 11 percent, compared to last year's profit. Although oil prices have noticeably decreased in recent months due to what many dub the "oil glut," gas prices seem to be on the decline nationally, certainly a concern when it comes to driving a car. Oil prices have dropped significantly to as low as $77.45 per barrel, while gas prices have slightly decreased to an average of $2.39 per gallon. Because of crude oil's growing demand globally, as well as inventory of the quarter ending on Sept. 30, the production of ethanol has caused the declining profit margins that both produce and refine oil have experienced a drop in revenue of approximately 11 percent, compared to last year's profit. Although oil prices have noticeably decreased in recent months due to what many dub the "oil glut," gas prices seem to be on the decline nationally, certainly a concern when it comes to driving a car. Oil prices have dropped significantly to as low as $77.45 per barrel, while gas prices have slightly decreased to an average of $2.39 per gallon. Because of crude oil's growing demand globally, as well as inventory of the quarter ending on Sept. 30, the production of ethanol has caused the declining profit margins that both produce and refine oil have experienced a drop in revenue of approximately 11 percent, compared to last year's profit. 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Most cities offer tap water that's safer to drink than bottled water. tap water and rainwater. Whether drinking bottled water or rainwater, you're at risk of getting sick. A 2007 California study found that tap water was as likely to contain viruses as bottled water. If you're drinking bottled water, it's healthy and convenient. But if you're drinking tap water, it may not be as healthy for consumers who rely on bottled water for their daily water needs. The studies show that bottled water is more expensive than tap water. This is because bottled water is often treated to remove any impurities before being sold. On the other hand, tap water is treated to remove impurities before being distributed to homes. This process is called filtration. The U.S. Environmental Protection Agency (EPA) sets standards for tap water to ensure that it is safe to drink. These standards are based on scientific evidence to protect the health of the population. In comparison, bottled water companies undergo voluntary certification by the National Sanitation Foundation (NSF) International, which verifies that their products meet certain quality standards. However, these standards are not as strict as those set by the EPA. The data suggests that the cost of bottled water is significantly higher than the cost of tap water. This is because bottled water is often subjected to additional steps of purification, such as reverse osmosis or distillation, which are not required for tap water. The result is a higher price for bottled water. In conclusion, while bottled water can be a convenient and safe option for some consumers, it is important to consider the cost and environmental impact of bottled water. Tap water is a more affordable and sustainable choice for daily water needs.
The Bison men's soccer team struggled after a win in their last match up. Junior midfielder Guilherme Fonseca helped the Bison run the field. However, the team was not able to get a single goal in the game.

UMBC After Big Win

Staff Writer

emotional Atlantic Soccer Conference (ASC)

Saturday, the Howard Bison

6 shot attempts for the second half and 1 for the second.

As the 10:45 mark of the game, things got a little bit difficult for the Bison. The Lady Hawks continually

The Lady Hawks of UMBC

8

on the other hand, capitalized

The Bison now fall to

The Howard men's soccer team earned its first ranking in a Division I poll in nearly a decade, entering the NCAA/Adidas National Regional poll at No. 30 on Tuesday.

in their favor.

after multiple shot attempts. The Retriever's goalkeeper Steve King.

Regulation, giving the Retrievers

The Lady Hawks currently

a 1-0 score over the Bison.

The Bison still had a chance to

The Bison men's soccer team earned its first ranking in a Division I poll in nearly a decade,
Republican Hopes to Fix New Orleans

We’ve all been hearing about Bobby Jindal’s new governorship in Louisiana. What’s important about Governor-elect Jindal is his ho­


lith the New Orleans population to the history of this c

satisfies the “50 percent plus one” percentage needed to avoid a run-off election in November. One handouts to some who claimed to be victims, but instead used them to deny the assistance to low income New Orleans residents and to keep them from voting. This is the first Indian-American governor to be elected in a state. From his victory speech to his first press conference, and the people of Louisiana as we saw it was grit, determination, and the will to act. And the people of Louisiana, in a state that was already rebuilding, were ready for the next phase of rebuilding. In the end, it probably doesn’t matter if you are a Democrat or a Republican. Some people—regardless of party—just want to help others and others prefer to do it alone.

Our View:

You cannot judge a book by its cover, and the same goes for our politicians.

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October 25th Where: Architecture

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All majors welcome!

For more information, contact us: huama0708@gmail.com

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