

Drinking Water Scams



Roxanne Johnson

Extension Water Quality Associate

Agricultural and Biosystems Engineering

North Dakota State University

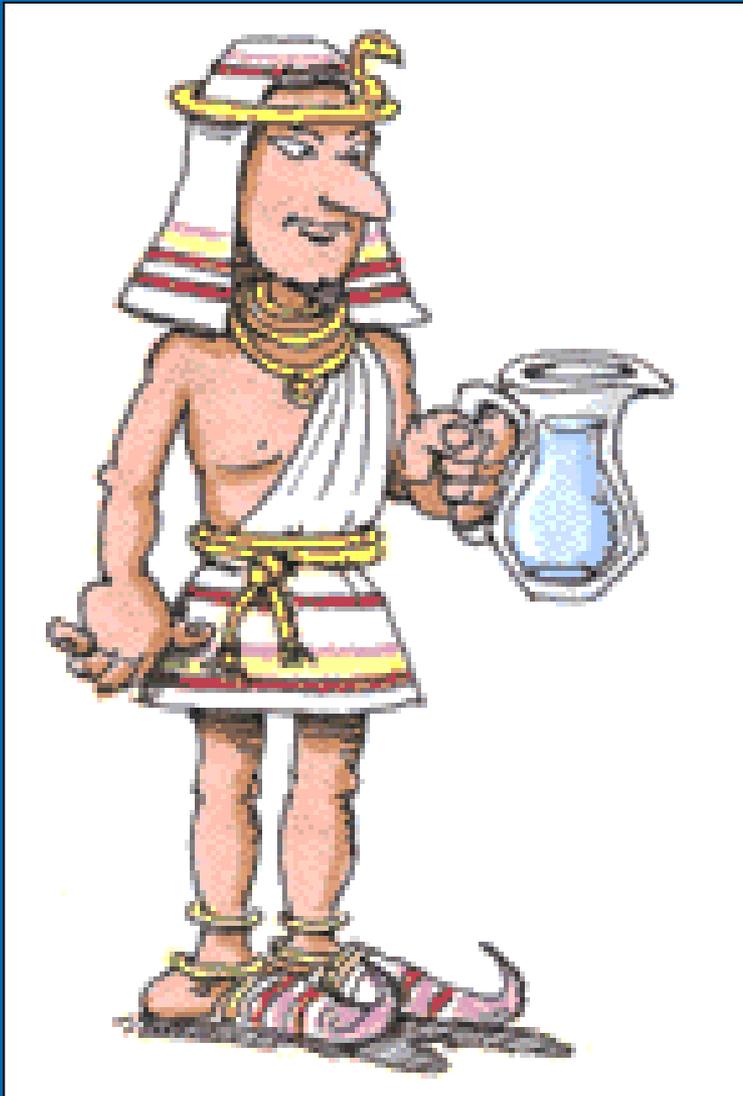
Objective

To raise awareness
of scams associated
with maintaining
good-quality drinking water

**What is a
drinking
water scam?**



History of Water-related Scams



Snake Oil and Other Products Were Real and Still With Us Today



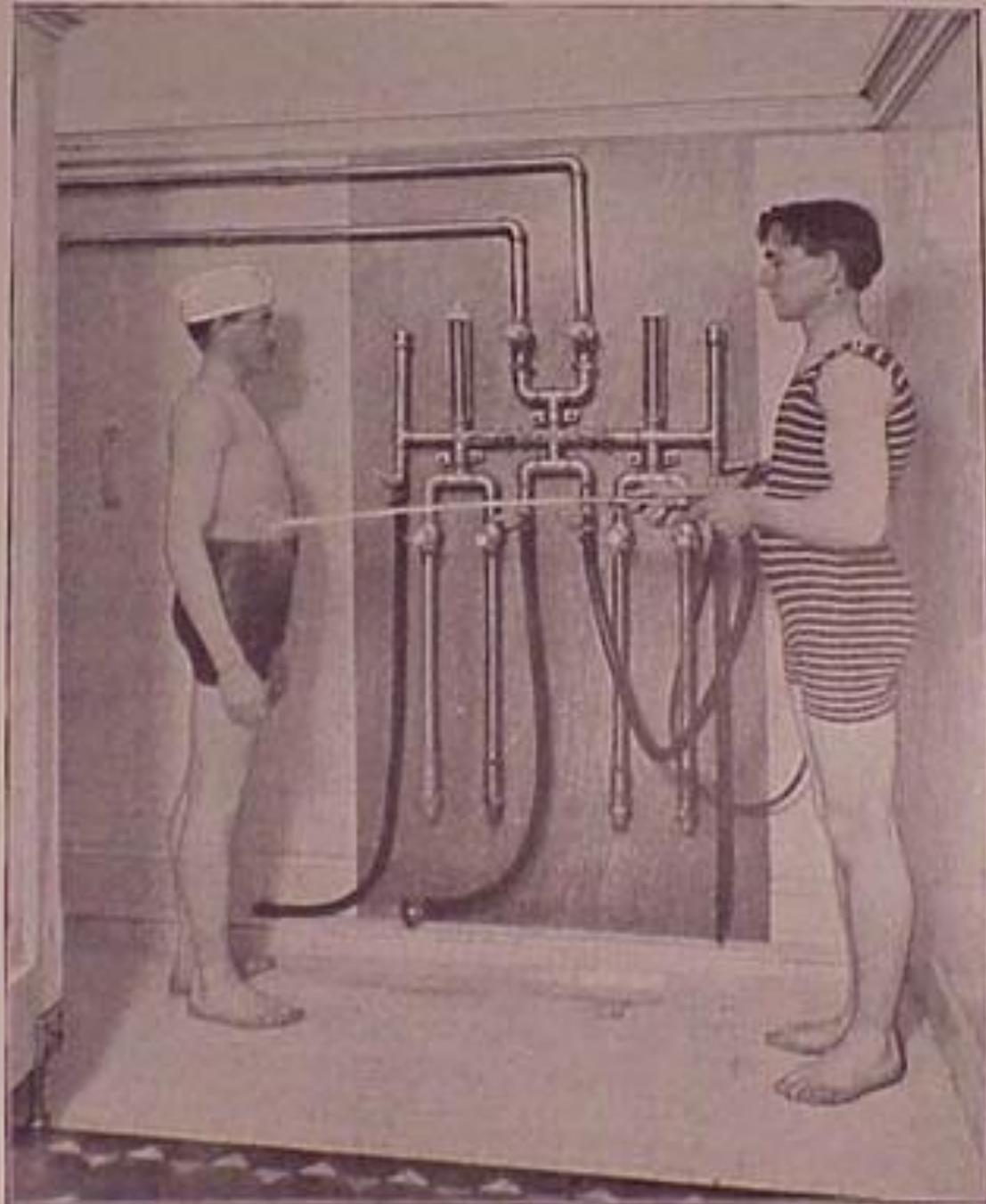


FIG. 53. HEPATIC DOUCHE (p. 310).

Hot Springs Therapy



Radium and Radon Water



Radon or Radium Water Devices

or Make Your Own



Modern-day Drinking Water Scams



- Bottled water scams
- Health scams
- Water treatment scams
- Water testing scams
- Water supply scams

U.S. Bottled Water Market

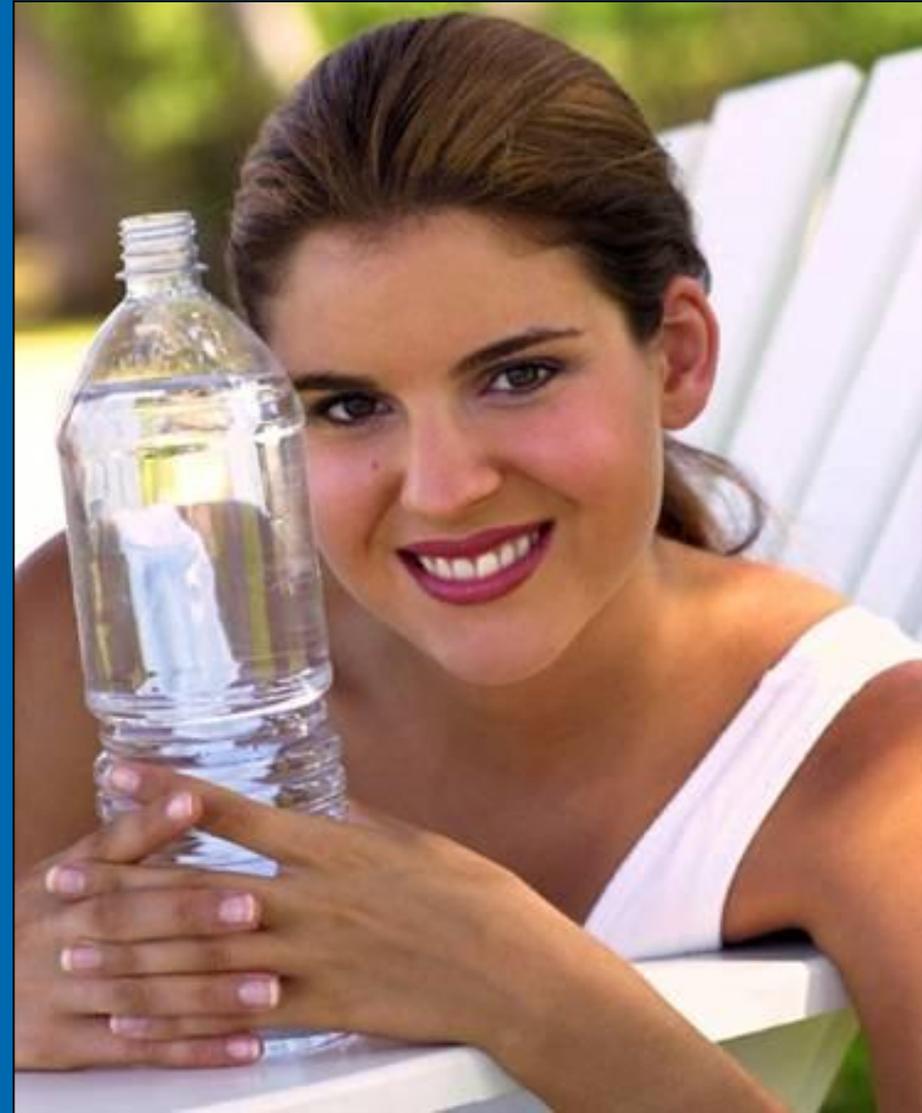
Per Capita Consumption 1997- 2008

Year	Gallons Per Capita	Annual % Change
1997	13.5	--
1998	14.7	8.3%
1999	16.2	10.2%
2000	16.7	3.5%
2001	18.2	8.6%
2002	20.1	10.6%
2003	21.6	7.2%
2004	23.2	7.5%
2005	25.4	9.7%
2006	27.6	8.4%
2007	29.0	5.3%
2008	28.5	-18%

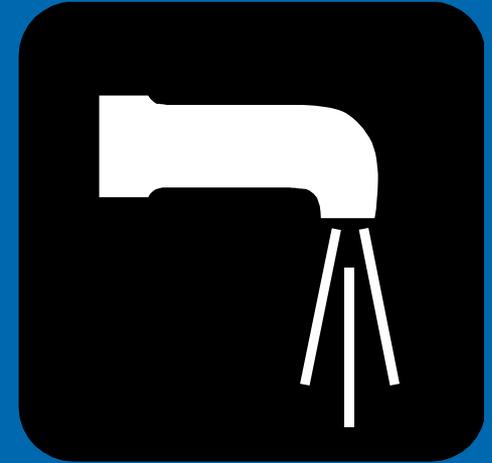
Source: Beverage Marketing Corp.

Bottled Water: the Good

- Convenient and portable
- Healthier than drinks containing sugar, caffeine and other additives
- Fits special niches (some are scams)



Bottled Water: the Bad



Expensive

Bottled Water: the Bad



It is not necessarily better or safer than most tap water

Bottled Water: the Bad



Nutrition Facts

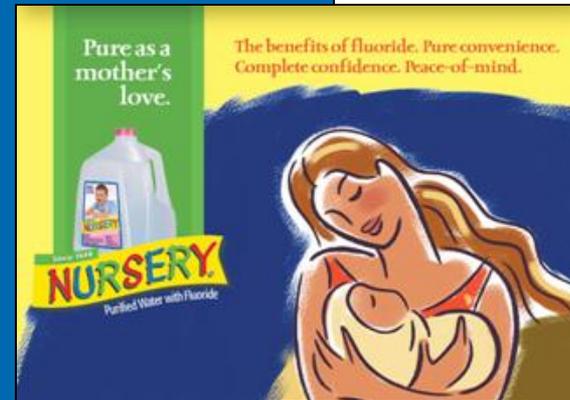
Serving Size 8 fl oz (240mL)
Servings Per Container 2

Amount Per Serving	Per Serving	Per Bottle
Calories	15	30
	% Daily Value**	
Total Fat 0g*	0%	0%
Sodium 60mg	3%	5%
Total Carbohydrate 3g	1%	2%
Sugars 2g		
Protein 0g		
Vitamin E	15%	30%
Niacin	15%	30%
Vitamin B6	15%	30%
Vitamin B12	15%	30%

Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, vitamin A, vitamin C, calcium and iron.

* Amount Per Serving

** Percent Daily Values are based on a 2,000 calorie diet.



Niches

Bottled Water: the Bad

Special oxygenated and clustered water found in nature



Superoxygenated water – just a super scam

Improved Health

Bottled Water: the Bad

➤ Health Concerns

- Carcinogenic
- Bacteria



No. 1 (PETE or PET)
Polyethylene Terephthalate



No. 3 (V or PVC)
Vinyl/Polyvinyl Chloride



No. 7 (Other) Polycarbonate
Contains bisphenol-A (BPA)

Bottled Water: the Bad

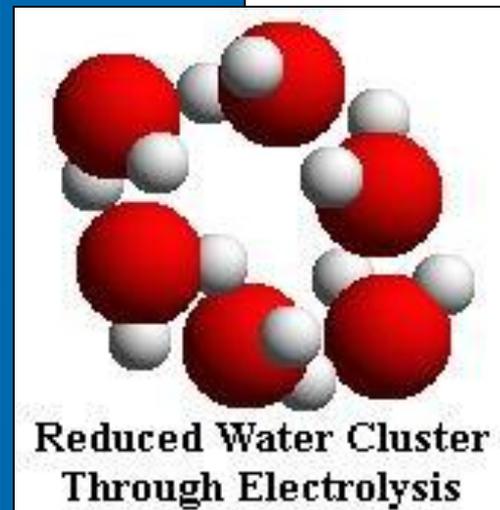
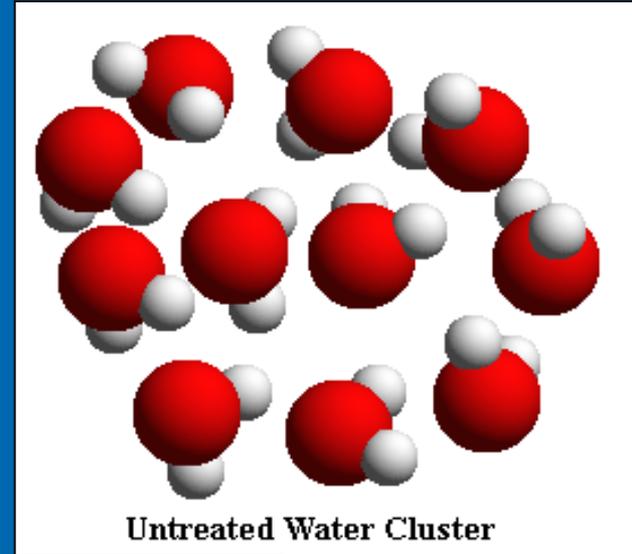
➤ Waste

- Fossil fuels
- Landfills



New-age Treatment Devices

Oxy-Plus



Micro Cluster Water, Alkaline and Acidic Water

Microclustered water

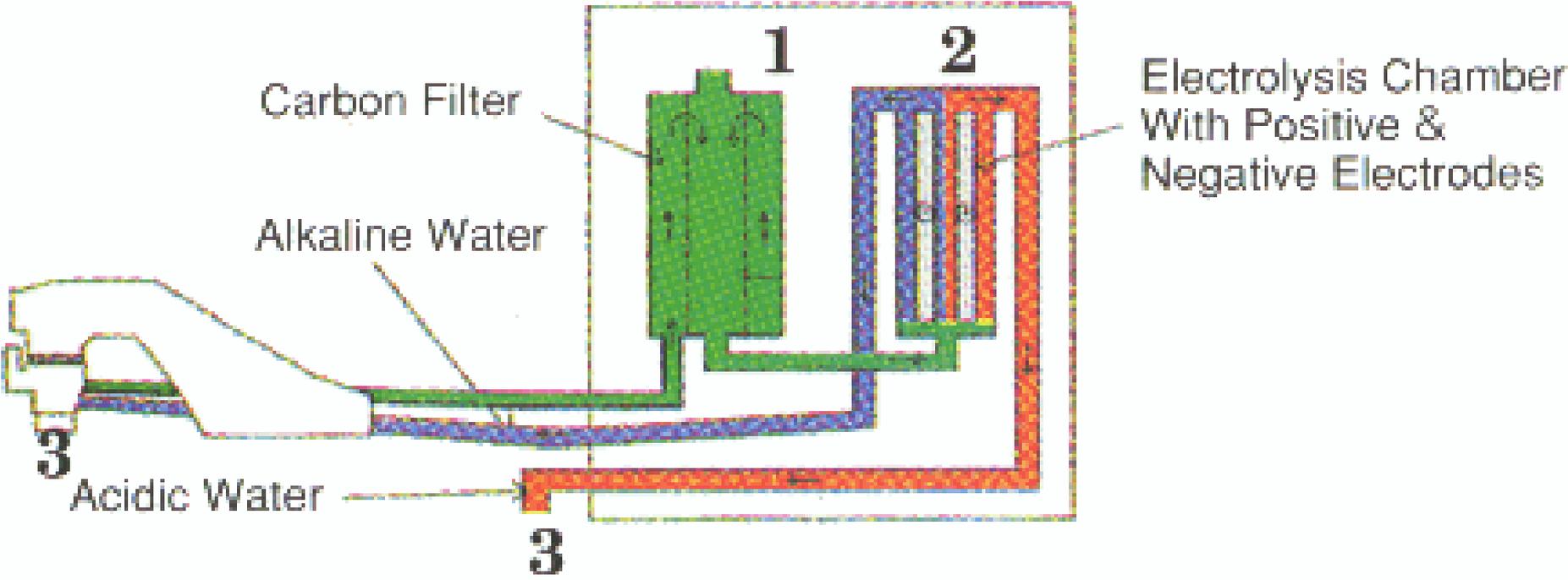


Claims made by retailers

Regular consumption of alkaline microcluster water has brought the following testimonials:

- Improved energy level; elimination of drowsiness
- High blood pressure and cholesterol controlled
- Ulcer condition for which she took medication
- Digestive distress improved; acid stomach relief immediately
- Migraines disappeared
- Constipation of many years has disappeared
- Ringing in the ear and dizziness corrected
- Severe acne condition corrected
- Less use of prescription drugs
- Lost and maintained weight
- Blood circulation improved
- Urea stones dissolved
- Cancer patient's vomiting corrected after 3 days of use
- Nausea eliminated
- Increased feeling of wellness and energy
- Chronic diarrhea corrected
- Athletic aches/pains minimized
- Better athletic performance
- Weight loss of 15 pounds in 3 months

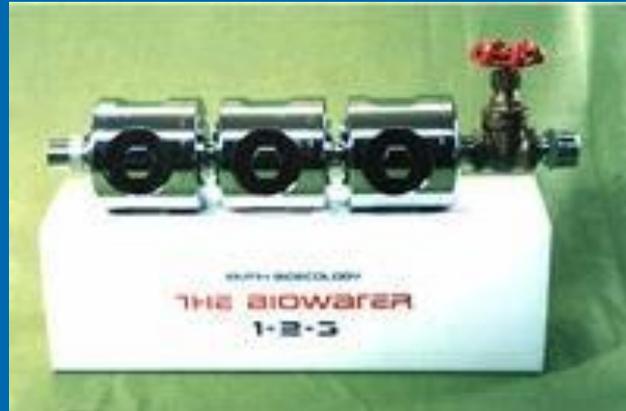
Ionizer for the Faucet



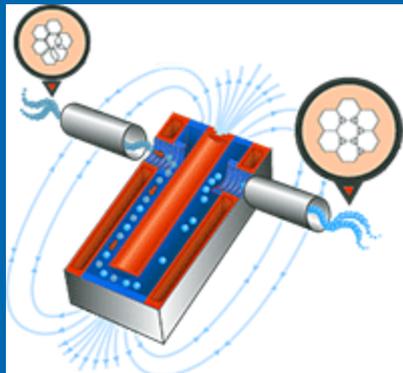
More Scams



Bioalkalizer



Biowater



Blue water revitalizer



Silver water kit



Magnetic water maker

Nuisance-related Water Treatment Scams

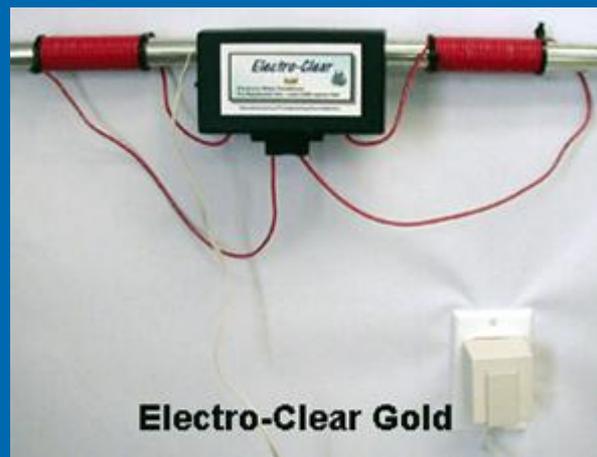
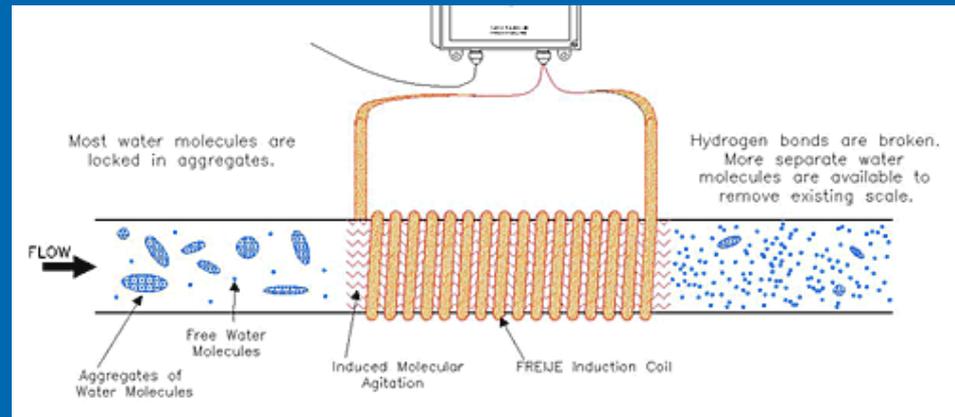
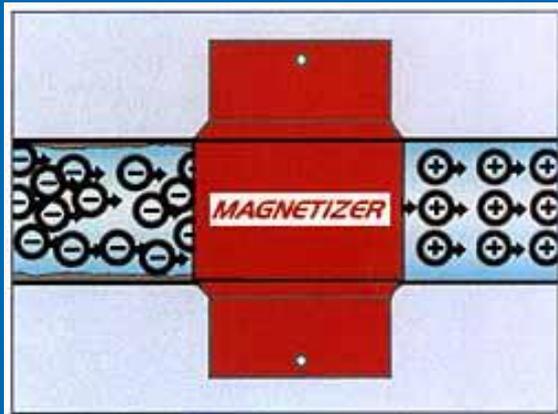
- Treatments often are associated with water testing scams
- Misrepresentation of treatment systems
- Rely on a consumer's lack of knowledge
- Consumer Confidence Reports used to aid in selling treatment devices
- Watch for expensive treatment systems with expensive maintenance agreement

Three Types of Water Testing Scams

- On-site demonstration tricks
- Misinterpretation of lab test results
- Fake lab test results



Magnetic Water Conditioners for Treating Scale and Hard Water



Many Water Treatment Devices Work Fine

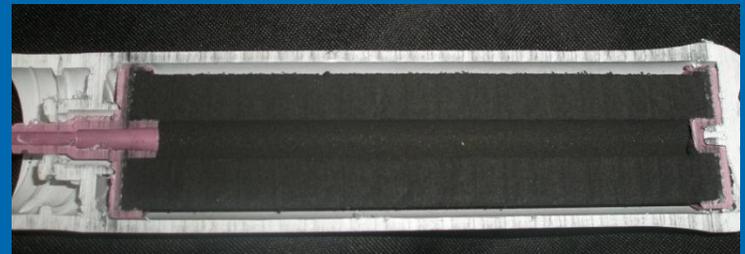
Filtration through some media, and more recently, through porous membranes with or without added pressure, is the technique most used in water treatment.



Reverse Osmosis Unit



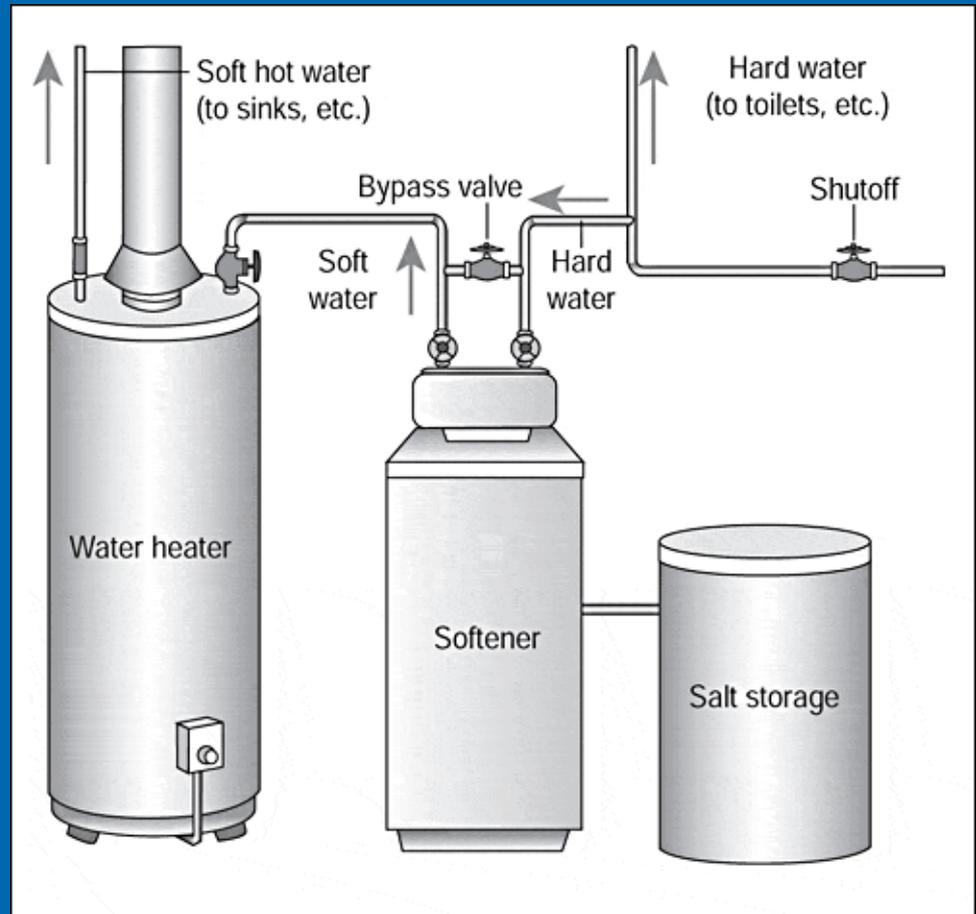
Reverse Osmosis Membrane Filter



Reverse Osmosis Activated Carbon Filter

Water Softener – Not a Hoax

Anion or cation exchange



Where to Report Drinking Water Scams

- **Any type of scam**
 - Report to local sheriff
 - Report to state attorney general's office
- **False health and product labeling**
 - Report to U.S. Food and Drug Administration (FDA)
- **Fraudulent mail**
 - Report to U.S. Postal Service
- **Fraudulent marketing**
 - Report to U.S. Federal Trade Commission

Reporting Scams Through the Internet

- **U.S. Food and Drug Administration (FDA)**
www.fda.gov/medwatch
- **U.S. Postal Service**
<https://postalinspectors.uspis.gov/forms/MailFraudComplaint.aspx>
- **U.S. Federal Trade Commission**
www.consumer.gov/

For More Information on Drinking Water Scams and Other Scams

➤ Local Sources

- Sheriff's office, district attorney's office or consumer protection offices
- Public water system representatives
- County Cooperative Extension offices

➤ State Sources

- Consumer protection unit of state attorney general's office
- State primacy agency that enforces the Safe Drinking Water Act. (North Dakota Department of Health)

For More Information on Drinking Water Scams and Other Scams

➤ Federal Sources

- Federal Citizen Information Center (FCIC)
www.pueblo.gsa.gov
- Bureau of Consumer Protection, U.S. Federal Trade Commission
www.consumer.gov
- Office of Groundwater and Drinking Water, U.S. Environmental Protection Agency - www.epa.gov/safewater

➤ Reliable Internet Information on Fraud

- North Dakota Consumer Protection Network
www.ag.state.nd.us/CPAT/CPAT.htm
- Consumer Fraud Watch Network
www.consumerwarningnetwork.com/
- National Fraud Information Center
www.fraud.org/

Questions?

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