

## What we can see is not so clear

The mineral water trend just swept our country. Girls drink to be fit, the clients of snobbish places drink to be in. And the others drink to make their digestion process working better.

**Cold water is healthy and trendy, but in fact, in this clear like a crystal business some dirty things do come up.**

**It is not a trend anymore, it's the insanity. The runaway from the crowd and dusty everyday.**

**Clean water is one of the most dynamic developed branch of the consumer sector. It is a topic number one in cosmetics and car adverts. The crystal blue is very in but has it always been safe?**

At the supermarket there is a crowd in front of the shelves with mineral waters. Almost no one takes single bottles – Six-pack is enough for three days – says Joanna Dubrawska, a twenty-two-year-old student of journalism. She started to drink water in March, when her dietician told that drinking water is useful in losing weight. She is sure that water has changed her life – I drink three litres daily. I eat good food, I have lost 13 kg and I feel just great – she says.

We drink water because we are sure that it is much healthier and tastes better than the water from domestic intakes. Girls drink to lose weight, to be fit and make their complexion beautiful. The clients of snobbish places drink to be in. and the others drink to make their digestion process working better. And even that the amount of 38 litres per person a year is still a 100 litres less than the amount of Italians and 80 litres less than French, but in fact, it is 10 times more than we used to have in 80's. The producers of mineral water grin and chase with their competitive offers.

**- This year the mineral water boom is much bigger than ever –** says Beata Sochaj, the chief of drinks sector in the Carrefour supermarket. – We sell dozens of them everyday. The clients ask me to recommend them something good. Surprisingly quite popular are the more expensive ones like Perrier (0,75 litre cost 4,15 zlotys). - But the best sellers are Żywiec and Nałęczowianka (1,5 litre cost around 2 zlotys). Poorer people often buy Laguna (1,5 litre cost 0,50 zlotys). For that kind of clients the Danone Concern will introduced a new water – Primavera, that costs around 1 zloty for a 1,5 litre bottle. This water is cheap and, as it is written on the label, it comes from 473 metres deep. The source is very important. – The deeper is the better. Because it is not so much polluted. – prof. Franciszek Świdorski, from the SGGW, explains.

The connoisseurs of water dilate on the taste. Robert Górski, the twenty-three-year-old student of social psychology, have already tried several flavours until he found the favorite one. – I have tested Aqua Minerale, Arctic and Żywiec, but still there was something I didn't like in it. It's not true that the water is tasteless. Each one has a different taste. – he ensures. For about a year he drinks only still

Nałęczowianka water. He recommended the activity of drinking water to his girlfriend Ann and her parents. And they do drink the soda water. That one advertised by twenty-year-old model Natalia Walerowska. In the commercial she is riding a bicycle, drinking the soda water during breaks she looks so healthy. – personally, I prefer the still water. – says Natalia.

Models cannot get away without a water by their side. Girls that come to the agencies are given water drinking instruction on the very first meeting. They must drink, drink and drink. – The skin is moisturized better. – says Monika Janas from the Model Plus agency.

The kind of water is very important for cosmetic producers and their clients. – Some cosmetics contain even up to 80% of water. It comes from the sources in Pyrenees or, as for the Vichy company, from Vichy sources. – says Agata Förster from L’Oreal Poland. This water contains minerals that nourish skin. Zofia Czernicka, the tv presenter, admits that she put attention to the kind and content of water when she buys creams. – My skin is dry. When I buy cosmetics it is essential how much and what kind of water they contain. – she answers. She also uses thermal water sprays for the face treatment.

When our complexion is already beautiful we can go to the popular Warsaw restaurant Qchnia Artystyczna (Artistic Kitchen), where the still water is ordered to almost every meal as well as to coffee and wine. – We serve water with lemon or mint leaves. – says one of the waitresses. The popular singer Ewa Bem, who has promoted Bonaqua commercials last year, could not get away without the mineral water. – I do like Bonaqua, but I do also adore French waters like Evian, that is delicious. – she tells us. She is happy to know that Poles started to drink water. But what she does not like is that they drink it right from the bottle. – I prefer large glasses. Anyway our Polish bottles are so hard tapped that sometimes the screwdriver is needed to open them up. – she admits. Some people miss the 80’s glass 0.33 litre bottles. Nowadays the ecologists appeal to the return of traditions and selling the water in glass bottles again. It is stored better and the plastics will not pollute the environment anymore.

**The producers of Mazowszanka are very for glass bottles and client habits.** But the product they offer seems to be dedicated to the strong, thirsty men that are shown in the tv commercial. It is totally different from other commercials that show women as the most important viewers. – It is woman who does shopping and care about the body line. – says Angelika Kuśmierz from agency that is working on Vitalinea promotion. In her company the water can be found on almost everyone table. We drink the most in summer but even in the winter time the average girl drinks at least 1,5 litre of water.

However, there is still a water in the tap. And in some regions of our country for example in the mountains and in the north, the water can be drunk without boiling it first. For several years the best idea of tap water is the water coming from the oligocenyńskie source.

Taken from: **NEWSWEEK POLAND, JULY 7, 2002.**