

## **Nestlé bottled-water ads misleading, environmentalists say**

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A coalition of environmental groups has filed a complaint against Nestlé, alleging its advertisement claiming that bottled water is "environmentally responsible" is misleading.

Friends of the Earth Canada, the Polaris Institute, the Council of Canadians, Wellington Water Watchers and Ecojustice filed a complaint against Nestlé Waters North America with the Canadian Code of Advertising Standards on Monday.

The complaint was filed after Nestlé published an advertisement in the Globe and Mail in October that included the such statements as:

- \* "Most water bottles avoid landfill sites and are recycled."
- \* "Bottled water is the most environmentally responsible consumer product in the world."
- \* "Nestlé Pure Life is a healthy, eco-friendly choice."

Meera Karunanathan, a spokeswoman for the Council of Canadians, said the ad violates standards of honesty and accuracy.

"For Nestlé to claim that its bottled water product is environmentally superior to any other consumer product in the world is not supportable," Karunanathan said in a release.

Nestlé Waters Canada defended its ads, saying they will show they have been truthful in their campaign.

"We welcome the opportunity to show that we have, in fact, been honest in our conversation with Canadians, with the media and with government of the environmental stewardship exercised by our industry," Nestlé spokesman John Challinor said.

Meanwhile, Toronto city council on Monday debates a ban on bottled water in civic centres.