



www.fit-fresh.com

## **Fit & Fresh™ Launches BPA-Free Filtered Water Bottle** *Providing a safe alternative to toxic water bottles*

For Immediate Release  
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Providence, RI – Fit & Fresh™, the leading consumer brand of healthy living products, today confirmed that its entire line of products, including the new Fit & Fresh LivPURE™ Filtered Water Bottle, are manufactured without Bisphenol-A (BPA), a hormone-disrupting chemical considered to be potentially harmful to human health and the environment.

Unlike many water bottles on the market today, the new Fit & Fresh LivPURE™ Filtered Water Bottles are made of a soft plastic called low density polyethylene, a BPA- and phthalate-free plastic that features a superior level of durability and are 100% safe for consumers. Leaving BPA out of the products means no BPA ends up in landfills, which keeps contaminants out of our water and air supply.

The new Fit & Fresh LivPURE™ Filtered Water Bottle leverages a two-stage filtration process that has been tested and certified by the Water Quality Association (WQA) against NSF/ANSI Standard 42 for the reduction of aesthetic chlorine, taste and odor.

“Our company is driven to be a leader in the industry in removing BPA from the waste stream. We encourage our customers to be informed and educated about the products they consume,” said Larry Wesson, Chief Executive Officer of MEDport, LLC, the parent company of Fit & Fresh. “Fit & Fresh is also developing educational materials for its website, [www.fit-fresh.com](http://www.fit-fresh.com), to provide relative information around BPA and water bottle safety.”

“We are constantly looking for ways to enhance our environmental contributions by developing products that help eliminate waste and make it easier for our customers to live a healthy lifestyle,” added Wesson.

Fit & Fresh LivPURE™ Filtered Water Bottles are now available at retailers nationwide, including Linens 'N Things and Target, and also online at <http://www.fit-fresh.com>.

#### ABOUT MEDport and Fit & Fresh:

Fit & Fresh™, the highly acclaimed line of cold food storage containers, gives consumers innovative products to make it simple for you to prepare, organize, transport, and dine on-the-go. All of our products come with removable ice packs to keep your food fresh and cool.

MEDport, the parent company of Fit & Fresh, is a leading innovative health and medical design and manufacturing company. Headquartered in Providence, Rhode Island, MEDport focuses on creating solutions for consumers' healthcare challenges and generating unique products to enhance their lives.

The Company has developed a remarkable number of solution-based medical products and presently controls 73 US and international trademarks and patents.

From MEDport's design and innovation group, headquartered in the US, to their global manufacturing capabilities, the Company continues to define new categories of products ranging from healthy living to diabetes and pharmaceutical management to performance medical devices; all formulated to help make it easier for people to live a healthy life.

#### ABOUT WQA

The Water Quality Association (WQA) is a not-for-profit international trade association representing the residential, commercial, industrial, and small community water treatment industry. WQA maintains a close dialogue with other organizations representing different aspects of the water industry in order to best serve consumers, government officials, and industry members.

WQA is a resource and information source, a voice for the industry, an educator for professionals, a laboratory for product testing, and a communicator to the public.

#### Gold Seal Program

The Water Quality Association's (WQA) Gold Seal Certification Program represents the oldest third party testing and certification program in the drinking water treatment industry. WQA tested and certified its first product in 1959. WQA's Gold Seal has become one of the most recognized certification Mark's in the United States and throughout the world as an identifier of product quality. The Water Quality Association has established working relationships with the following agencies in order to maintain the highest standards for independence, state of the art operations, trust, and acceptance in the USA and throughout the world.

- Environment Protection Agency (US EPA)
- Food and Drug Administration (US FDA)
- Center for Disease Control (US CDC)
- World Health Organization (WHO)
- National Ground Water Association (NGWA)
- Plumbing Manufacturer's Institute (PMI)
- Aqua Europa
- Amsterdam RAI
- NSF International (NSF), Underwriters Laboratories (UL), International Association of Plumbing Mechanical Officials (IAPMO), and Canadian Standards Association (CSA)