

Taking the Lead Together.



97% of Canadians have access to municipal recycling programs. Thanks to your recycling efforts and our industry's commitment, most water bottles avoid landfill sites and are recycled.

Recycling makes a difference and at Nestlé, we're committed to meeting your expectations for being a responsible industry leader. We work with governments all across Canada to develop recycling programs that increase participation levels, reduce litter and generate more revenue for municipalities.

Our Commitment Speaks Volumes

- Nestlé Pure Life water bottles are 100% recyclable PET plastic.
- Nestlé Waters Canada and its industry partners fund a minimum of 50% of the cost of all municipal recycling programs in Canada.
- We are dedicated to finding new ways of reducing our packaging impact. Over the last 5 years, we've successfully reduced our plastic by 30%, paper labels by 20% and corrugate by 65%.
- Bottled water is the most environmentally responsible consumer product in the world. This is true whether measured by water volume, plastic/oil usage or carbon footprint when compared to other consumer packaged goods.

Be Assured, Nestlé Pure Life is a Healthy, Eco-Friendly Choice.

