



**FOR IMMEDIATE RELEASE**  
**September 1, 2009**

**Contact: Emily Shaw**  
**emily@iandocom.com**  
**512-288-4054**  
**512-585-2125**

**PLASTIPURE AND HYDRAPAK TAKE FIRST SAFER PLASTIC  
WATER BOTTLE TO MARKET**

(AUSTIN, Texas) – In the past few years, consumers have had growing concerns about the health risks associated with plastic products, specifically those with Bisphenol A (BPA) and phthalates. But, BPA and phthalates are only two of hundreds of chemicals that can leach from plastics and cause estrogenic activity (EA), which is a common and serious form of endocrine disruption.

The polymer scientists and biologists at Austin-based PlastiPure have partnered with the California-based hydration specialists at Hydrapak to create the new Purebot™ water bottle, which gives consumers all the advantages of modern plastics without the associated health risks of EA. PlastiPure has taken plastic to the safest level by creating and certifying materials and products free of all EA, not just EA caused by BPA and phthalates.

EA occurs when chemicals are ingested that mimic or block the actions of naturally occurring estrogens, and is associated with early onset of puberty in females, reduced sperm counts in males, altered functions of reproductive organs, obesity, altered behaviors, and increased rates of some breast, ovarian, testicular and prostate cancers.

"Our Purebot™ water bottle has been certified as a PlastiPure-Safe EA-Free product, and our partnership with PlastiPure allows Hydrapak to bring this important technology to our customers," said Hydrapak president Matt Lyon. "We believe our health-conscious customers are seeking safer solutions than BPA- or phthalate-free, and that they want a product that retains the significant advantages plastic has over glass, steel, aluminum and other materials. We are excited to be working with PlastiPure to meet those needs with this breakthrough product."

Over the last nine years, PlastiPure has spent millions of dollars to develop exclusive patents, methods and data covering material formulation, manufacture, processing, testing and certification, resulting in the creation of PlastiPure-Certified products. PlastiPure-Certified EA-Free products go far beyond BPA- and phthalate-free, and are specially formulated to contain no chemicals that cause EA providing the most comprehensive solution to address the serious health concerns about endocrine disruptors.

“The PlastiPure certification seal ensures customers are receiving not a mere marketing tag, such as BPA-free or phthalate-free, but a comprehensive health solution,” said Mike Usey, CEO of PlastiPure. “PlastiPure’s partnership with Hydrapak provides us the opportunity to leverage the strength of both companies and is a model we will continue to follow as we work with plastic suppliers and product manufacturers to deliver the safe and ecologically-friendly products consumers demand.”

Hydrapak’s **Purebot™** will be available for \$9.99 on their Web site, <http://www.pure-bot.com/> and at retail outlets that carry cycling and fitness products.

For a list of PlastiPure’s other EA-Free plastic products, please visit [www.plastipure.com](http://www.plastipure.com).

**About PlastiPure** [www.plastipure.com](http://www.plastipure.com)

PlastiPure is an advanced technology company located in Austin, Texas. Working cooperatively with major plastic material and product suppliers, PlastiPure’s team of leading biologists, polymer chemists and industry experts has worked to advance the science of safer plastics. Founded in 2000, PlastiPure creates and licenses new polymer formulations and plastic products that provide the safest products possible for consumer use. PlastiPure began its EA-Free venture in 2008 producing EA-Free plastic personal care bottles, such as Benedetta’s Sacred Sassy Soap, Econatura’s organic Peter Rabbit line, and Lafe’s organic baby product line.

PlastiPure has significant intellectual property and exclusive patents to provide and certify safe plastic materials for applications in a wide range of industries: food and beverage, pet food, infant feeding, personal care, packaging, cosmetics, medical supply, pharmaceutical, toy and other areas.

###