February 3, 2025

Plastic Pollution Coalition Files "False and Deceptive Marketing" Complaint Against Makers of FIJI Water

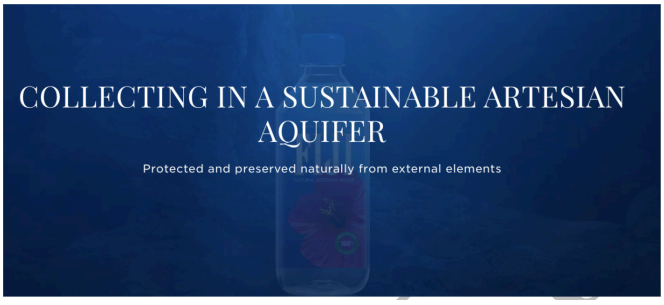
FIJI Water is promoted to D.C. consumers as sustainable, natural, and environmentally friendly—despite the product line's significant and ongoing contributions to plastic pollution and containing microplastics and other harmful substances

Washington, D.C. — Plastic Pollution Coalition, a project of Earth Island Institute, filed a complaint in the District of Columbia Superior Court on Friday, January 31, against The Wonderful Company, LLC and FIJI Water, LLC, makers of FIJI Water bottled water, for alleged "false and deceptive marketing" in violation of the District of Columbia's Consumer Protection Procedures Act (CPPA). The Wonderful Company, LLC and FIJI Water, LLC promote FIJI Water as "natural artesian water," "protected from external elements," and "untouched," despite test results revealing that these products contain health-harming microplastics and plastic chemical bisphenol-A (BPA), and the companies' roles in creating plastic pollution.

An independent laboratory evaluation revealed both microplastics and bisphenol-A (BPA) in FIJI "natural" bottled water products. Over the past several years, scientists have detected the presence of tiny plastic particles throughout the human body, and have linked their presence to male and female fertility issues and sexual dysfunction, heart attacks and strokes, neurodegenerative disorders, other serious health problems, and even death. BPA and other bisphenols, which are added to plastics to increase their rigidity, are known to disrupt the human endocrine (hormone) systems, and have been identified as among the most concerning of the more than 16,000 chemicals that are added to plastics.

These findings run contrary to FIJI Water's advertising claims, including the following, which appear on its consumer-facing website:

Example 1 of 2:



Example 2 of 2:

In addition to touting the "natural" qualities of its water on its consumer-facing website and packaging for FIJI Water, The Wonderful Company, LLC and FIJI Water, LLC pledge to "promote a circular economy." But the Complaint alleges that the companies' production of plastic bottled water—like all plastic production—inherently produces plastic pollution (waste), which is not circular.

As alleged in Plastic Pollution Coalition's complaint, The Wonderful Company, LLC and FIJI Water, LLC perpetuate misleading industry narratives around plastic recycling by claiming that FIJI Water has made a "substantial step in reducing [its] plastic waste" in "replac[ing] nearly 70% of [their] bottled volume in the US with recycled material." Other messaging on FIJI Water's product packaging contains the claim "100% Recycled Plastic." As the Complaint alleges,plastic is not designed to be recycled, and most plastic items, including plastic bottles that are collected for recycling, are never actually recycled. Instead, plastics collected for recycling are most often sent to landfills or incinerators, or are shipped overseas, perpetuating plastic production and its resultant plastic pollution, and environmental injustices.

Julia Cohen, Co-founder and Managing Director of Plastic Pollution Coalition, said: "Marketing bottled water in ways that portray it as healthy, safe, and sustainable is misleading to consumers, who are increasingly looking for products that are better for the environment and their health. While bottled water companies continue to tout their products as natural, the reality is that there is nothing natural about plastic. Plastic contaminates drinking water, the environment, and our bodies with hazardous microplastics and plastic chemicals."

Scott Hochberg, General Counsel of Earth Island Institute, said: "Truth in advertising matters. Microplastics and BPA are neither natural nor healthy, and consumers deserve the truth

about the products they consume. We will continue to hold companies like The Wonderful Company and FIJI Water accountable for claims that contradict the true impacts of their products on our health and the environment."

Plastic Pollution Coalition does not seek monetary damages; instead, it seeks an order declaring that the representations of FIJI Water bottled water products made by The Wonderful Company, LLC and FIJI Water, LLC are unlawful under the CPPA, as well as an injunction that will end the deceptive advertising and marketing at issue.

The Wonderful Company LLC is "a privately held $6 billion company" that claims to "build healthy brands from the ground up," including two brands that package its products in plastic bottles: the FIJI Water bottled water products and POM Wonderful bottled pomegranate juice products. The Wonderful Company LLC is organized and exists under the laws of the state of Delaware, and is a privately held company domiciled and headquartered in Los Angeles, California. Fiji Water, LLC is headquartered in California and is a subsidiary of The Wonderful Company LLC.

Plastic Pollution Coalition is represented by Richman Law & Policy, a law firm which specializes in consumer protection law.

About Plastic Pollution Coalition:

Plastic Pollution Coalition is a non-profit communications and advocacy organization that collaborates with an extensive global alliance of organizations, businesses, and individuals to create a more just, equitable, regenerative world free of plastic pollution and its toxic impacts. Plastic Pollution Coalition is a project of Earth Island Institute.
http://www.plasticpollutioncoalition.org

PRESS CONTACT:

Plastic Pollution Coalition
Erica Cirino, Communications Manager
Press@plasticpollutioncoalition.org
+1(323) 936-3010 x1

About Richman Law & Policy:

Richman Law & Policy is a premier law firm specializing in representing consumers and nonprofit organizations in legal advocacy against deceptive marketing practices, such as "greenwashing." Driven by a passion for creating meaningful change, Richman Law & Policy is committed to holding corporations accountable for actions that jeopardize public health, animal welfare, workers' rights, and the environment.

SOCIAL MEDIA COPY AND GRAPHICS FOR REVIEW

SOCIAL COPY

LinkedIn, Facebook, Bluesky, X/Twitter: (post with link to blog)
We've filed a complaint against FIJI Water & The Wonderful Company for alleged "false and deceptive marketing" in violation of the District of Columbia's Consumer Protection Procedures Act! #PlasticPollutes #BreakFreeFromPlastic [+ LINK TO BLOG]

Threads: (to post with carousel graphics) - PUBLISHED

We've filed a complaint against FIJI Water & The Wonderful Company for alleged "false and deceptive marketing" in violation of the District of Columbia's Consumer Protection Procedures Act! You may have heard FIJI Water being promoted as "natural artesian water," "protected from external elements," and "untouched,"—but guess what? These products contain health-harming microplastics, BPA, and are creating plastic pollution.

🌊Learn more in our blog: https://bit.ly/4hlriw6
#PlasticPollutes

Instagram: (to post with carousel graphics) - PUBLISHED
We've filed a complaint against FIJI Water & The Wonderful Company for alleged "false and deceptive marketing" in violation of the District of Columbia's Consumer Protection Procedures Act!

💧You may have heard FIJI Water being promoted as "natural artesian water," "protected from external elements," and "untouched,"—but guess what? These products contain health-harming microplastics and plastic chemical bisphenol-A (BPA), and are creating plastic pollution.

An independent laboratory evaluation revealed both microplastics and bisphenol-A (BPA) in FIJI "natural" bottled water products.

There's nothing NATURAL about that!

🌊 Learn more in our blog via our LINK IN BIO.

#PlasticPollutes #BreakFreeFromPlastic #PlasticPollution #BottledWater

IMAGES: Graphic Carousel for Instagram and Threads:

Image 1

[TEXT] -
[heading] New complaint filed Against FIJI Water
[smaller text] & The Wonderful Company
[smaller highlighted text] for alleged “false and deceptive marketing” in violation of the District of Columbia’s Consumer Protection Procedures Act
[smaller text] by Plastic Pollution Coalition & Earth Island Institute
[watermark] @plasticpollutes

Image 2 -

[TEXT]
[Heading] There's nothing natural about FIJI Water's claims!
[smaller text] Example 1:
[smaller text] Example 2:
[smaller text] FIJI Water's advertising claims, include these examples which appear on its consumer-facing website.
[watermark] @plasticpollutes

[IMAGE] - Screenshots of complaint examples from press release.

Image 3 -

[TEXT] -

[Heading] - FIJI Water perpetuates misleading claims about plastics

[smaller text] FIJI Water is promoted to D.C. consumers as sustainable, natural, and environmentally friendly—despite the product line's significant and ongoing contributions to plastic pollution and containing microplastics and other harmful substances.

[watermark] @plasticpollutes

[IMAGE] - Image of a social media handle and logo by Plastic Pollution Coalition @plasticpollutes with line from press release.