July 30, 2025

Plastic Pollution Coalition Files "False and Deceptive Marketing" Complaint Against Just Goods, Inc., Makers of Just Water

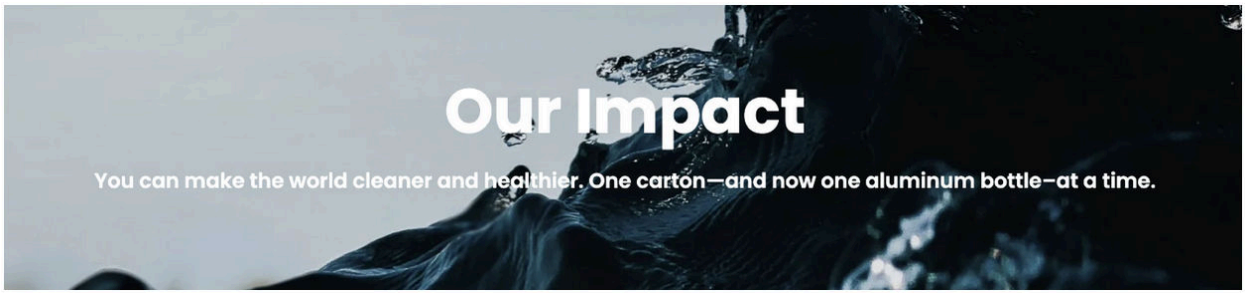
Just Water-branded water is promoted to Washington, D.C. consumers as sustainable, "natural," and "pure"—despite the product line's significant and ongoing contributions to plastic pollution and containing harmful microplastics

Washington, D.C. — Plastic Pollution Coalition, a project of Earth Island Institute, filed a complaint in the District of Columbia Superior Court on July 25, 2025, against Just Goods, Inc., makers of Just Water-branded water, for alleged "false and deceptive marketing" in violation of the District of Columbia's Consumer Protection Procedures Act (CPPA). Just Goods promotes Just Water products as sustainable, "natural," and "pure," despite test results revealing that Just Water products contain health-harming microplastics.

While Just Water advertises its products as "natural," and "pure" "100% Spring Water," an independent laboratory evaluation revealed microplastics in Just Water's packaged water products. Microplastics and nanoplastics are known to accumulate throughout the human body, and have been linked to serious health problems. Ironically, Just Water's consumer-facing website describes some of the risks of microplastics and nanoplastics to human health.

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

Example 1 of 2:



Example 2 of 2:

Just Water's brand image is centered around environmental sustainability, despite the company's significant contribution to plastic pollution. Just Water, which sells water in aluminum cans and Tetra Pak cartons, markets itself as a superior alternative to other packaged water companies, which typically package their products in plastic bottles. On its packaging and website, it emphasizes the sustainability of recycling its products' packaging—despite the challenges inherent in recycling multilayer Tetra Paks and coated aluminum cans.

As alleged in Plastic Pollution Coalition's complaint, Just Water perpetuates misleading industry narratives around recycling its multilayer Tetra Paks and aluminum cans, telling consumers that "[b]y increasing the fibre content and reducing the plastics and aluminium, [] our packaging [is] more attractive to recyclers and easier to recycle." Other messaging on Just Water's products' packaging and website contains the claim "recyclable." As the Complaint alleges, plastic is not designed to be recycled, and most items made partly or fully from plastic, including Tetra Pak containers that are collected for recycling, are never actually recycled. Instead, the majority of Tetra Paks that are collected for recycling are sent to landfills or incinerators, or are shipped overseas, perpetuating plastic production and its resultant plastic pollution, and environmental injustices.

Julia Cohen, MPH, Co-founder and Managing Director of Plastic Pollution Coalition, said: "Multilayer packaging made with plastic and other materials used to package water is not more healthy and sustainable than plastic bottles. These single-use containers are not only a significant source of plastic pollution, they also release microplastics into the water they hold—and into our bodies. Consumers deserve to receive accurate statements about the lack of recyclability of multilayer cartons and the real risks of consuming water from containers made with plastic—whether plastic bottles or multilayer cartons."

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.