

It's always a good idea to check your sources

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For a while, our cafeteria was trying to sell three-packs of bottled water. A sign proudly announced:

Drink more water: What you should know about H₂O

Drink plenty of water throughout the day. Make it easy. Carry a bottle of water when you commute to work or run errands.

This is what I should know about H₂O?

“Drink more water”: Notice that they didn’t specify a target amount. Just drink more.

“Carry a bottle of water when you commute”: I should drive with one hand on the wheel and the other hand clutching a bottle of water? Isn’t that dangerous?

And who is providing this “helpful” information?

| Source: International Bottled Water Association

Hardly an impartial organization.

Raymond Chen

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