

**Welcome
to
Your-H₂O!**

The Story ...





**February 14th,
2017:**

Valentine's Day!

Cuba, dream beach at the hotel, palm trees swaying in the wind,
the sun in the bluest of skies, the sea's turquoise glow and:

It is February 14th, 2017, right:

Valentine's Day - pure romance!



The romance ends abruptly 20 meters next to the hotel,
where the beach is cleaned only once a week:
Plastic waste as far as the eye can see !



And even more swims in the sea!



This whole plastic waste mountain dissolves in the salt water slowly into micro-plastic particles. You can't see them anymore, but now they are small enough to be digested by algae and fish. And from them it comes to us and us means:

To all of us!

Like all other living beings we store these micro-particles in our body - with unknown consequences.

But there is no official interest in investigating the long term consequences, because if they become officially known, it would require official action and that costs money

Do you remember just how long it took until smoking in public buildings,
bars and restaurants was banned by law?

Although it was known for decades,
that smoking and passive smoking,
are carcinogenic,
apart from the other damages that you can read of
in large letters on each pack of cigarettes, even in Cuba!

BLUE



**PROTEGE
TU SALUD
Y LA DE
TODOS.
NO FUMES.**



MINSAP

But back to the beach:

The plastic waste on this beautiful Cuban beach
- and that is only the yield of one week –
is only the visible top of the plastic waste iceberg:

Because the whole waste, together with the algae,
is deposited just 50 meters into the hinterland
and remains there to rot.



If the mountain is so high, that you can see it from the beach, another mountain is build 50 meters further back and so on and so on.....

And also on the land the plastic degrades into microplastic particles, this microplastic is washed into the groundwater and from there to all plants and animals and

to us!

And these are not the only sources of microplastic, because:

Back to February, 14th, 2017, Cuba, still Valentine's day!

It's time for a glass of cool water at the beach bar.



And surprise, surprise:

Here we meet our microplastic friends again!

The water, of course comes from a plastic bottle,
and is of course served in (disposable) plastic cups,
which the wind sometimes blows onto the sea.

But don't worry, they come back,
to another Caribbean dream beach.....

(where they are disposed of into the hinterland.....)



But back to the microplastic particles!

Each plastic bottle, each plastic cup emits microplastic into its content,
invisible but unavoidable.

And these microplastic friends get into our body and are deposited there,
with all the consequences for our health.

But this is only the top of the plastic waste iceberg:

On every plastic bottle (even on Cuban) you can read in very small letters:

„Keep away from direct sunlight!“



NATURALMENTE CUBANA

EMBOTELLADA EN LA FUENTE -
BOTTLED AT THE SOURCE

Almacenar lejos de productos químicos.
Proteger de la luz solar directa. Conservar
en un lugar limpio, seco y bien ventilado.

Store away from chemical.

Keep away from direct sunlight. Store
in a clean, dry, well-ventilated area.

Consumir preferentemente antes de: Ver
botella o tapón. Best Before: See bottle or cap.

Envasado por Los Portales S.A,
Ciego Montero, Palmira, Cienfuegos.

HECHO EN CUBA.

But of course you can trust the Caribbean people to transport the plastic bottles only in the night and have them never exposed to direct sunlight. Especially not at the beach bar!

And of course they are always stored in a cool place, because the Caribbean people know – of course – that the higher the temperature is, the faster chemical reactions take place.



And what does this have to do with the plastic bottles?

Quite simple, in addition to the microplastic, the plastic bottles emit also other chemical components, especially Bisphenol A.



For the same reasons as with micro-plastic,
health damage cannot be ruled out.

Otherwise the manufacturers would not have to print
the note about the sunlight on each bottle.

Or the possibility of such damages is well known
and they try to prevent to pay billions for possible damages,
should they occur...

Plastic bottles are a significant part of the plastic waste mountain on the land and in the water.

350 tons of plastic waste go into the sea, every hour, every day.

Every hour! Every day!
24/7!

This equals 10 truckloads, every hour!

240 truckloads everyday!

87 600 truckloads every year!



Theoretically!

Because:

It is impossible, to get 35 tons of plastic waste into a truck without compressing it.
And the Cuban (or German), who throws away a plastic bottle carelessly,
usually does not bother to compress it to its minimal volume.

To cut a long story short:

Because of the volume there are not 10 truckloads of plastic waste per hour
going into the sea but 100!

Every hour!

2 400 per day!

16 800 per week!

873 600 per year!

The advantage of this number is obvious:

No one can imagine 873 600 trucks loaded with plastic waste.

And something we can not imagine disappears magically from our minds.
And what we cannot imagine quickly loses in importance!

Conclusion:

If the madness is large enough, it becomes invisible!

But not on this Caribbean dream beach,
in Cuba,
on February 14th, 2017,
still Valentine's Day,
but it has lost a bit of the romance!

It is high time to do something!

This was the beginning of Youray!

It is our goal to make Valentine's Day a lucky day:

For the environment,
the earth
and for all of us!

Plastic bottles are a significant part of the plastic waste mountain!



To collect plastic waste is a good start,
but still it must be disposed of and, if possible, recycled,
all very energy- and CO2-intensive!

Better, if the plastic is not produced at all!

No plastic - no waste, the best things in life are simple!



It is 5 to 12!

We will not wait until the bell tolls!

Even a gigantic task begins with a first step!



*Make
things
Happen*

This is the beginning of Youray!

We have already taken the first step
and you can help us, our children and our planet!

Your-H2O.com

Be part of it!

Imagine
with ALL YOUR MIND

Believe
with ALL YOUR HEART

Achieve
with ALL YOUR MIGHT

A clear glass is being filled with water, with a stream of water pouring into it from above. The glass is placed on a patch of green grass. The background is a bright blue sky with some light clouds. The water inside the glass is clear and has many small bubbles.

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Your-H2O.com – we are looking forward to you!