

Name _____



Truth vs. Hype

Directions: Read the passage below carefully. **Underline** parts of the passage that are **advertising language** (persuasive, emotional, or trying to sell something). **Highlight** parts of the passage that are **informational** (neutral facts, data, or research-based statements).

A new bottled water brand, *CrystalPure Refresh*, claims to be “the most amazing drink you’ll ever taste.” According to the company, its water is drawn from a pristine mountain spring and “guaranteed to make you feel energized all day.” Advertisements describe it as “nature’s secret to perfect health,” encouraging customers to switch immediately.

However, nutrition experts explain that most bottled water, including *CrystalPure Refresh*, is simply filtered tap water. Studies show no scientific evidence that it boosts energy or provides health benefits beyond what regular clean water offers.

The U.S. Food and Drug Administration (FDA) requires bottled water companies to meet safety standards, but those standards are the same ones applied to public tap water. In fact, environmental researchers caution that bottled water contributes to plastic waste, which harms ecosystems.