



THE NECTAR OF LIFE

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Covering over 70% of the Earth's surface and making up roughly 60% of the human body, water is the magical, ubiquitous substance that fuels every living organism. From regulating body temperature and aiding digestion to keeping cells functioning, water is critical to all biological processes. Scientists have long emphasized that without water, life on Earth simply wouldn't exist. And even in the search for extraterrestrial life, one question reigns supreme: is there water?

Where water flows, life follows. Human fertility is no different. Hydration is critical for conception, pregnancy, and postpartum. But adequate water consumption is not enough – the quality of our water matters. Unfortunately, water has turned into big business and the nearly half-trillion hydration market has lost the plot. Plastics and potions have been inserted into what was once a pure source of vitality.