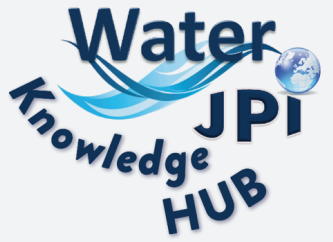


DID YOU KNOW?

CONTAMINANTS OF EMERGING CONCERN (CECs) ARE IDENTIFIED CONTAMINANTS WHICH HAVE RAISED CONCERN ABOUT THEIR ECOLOGICAL OR HUMAN HEALTH IMPACTS.



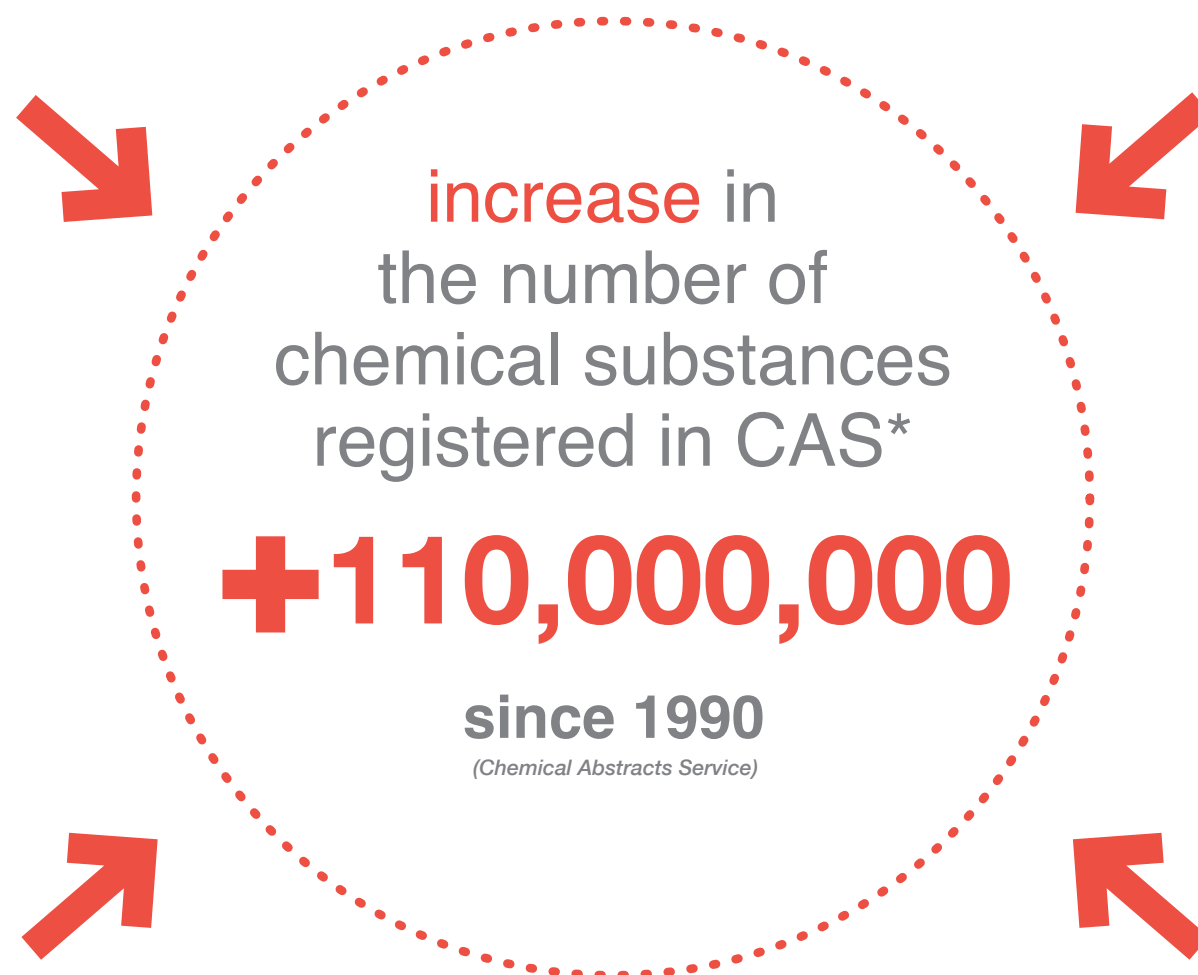
Population growth, along with associated increases in sanitary and personal care products, advances in medicines and therapies, and a greater demand for food are all contributing to a growing number of chemicals in the environment.

growing population

> **9bn**
by 2050



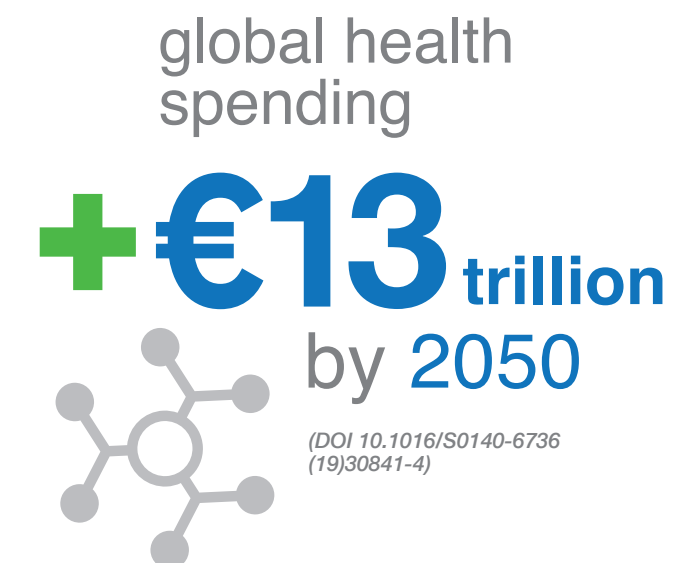
(UN World Population Prospects 2019)



global market for cosmetic products

+ **51%**
from 2017-2023

(Global Cosmetics Products Market - Growth, Trends and Forecasts (2018 - 2023))



WE NEED TO LOOK AT HOW WE TREAT AND MANAGE OUR WATER.

Not all wastewater treatment plants remove CECs effectively, which can result in the contamination of water resources. Improving how wastewater is treated, together with controlling the source of the contaminants, will be essential to maintain the quality of water for citizens and protect the environment.

