

Natural Tap Water Identifies Showers as a Major Source of Daily Chemical Exposure

TAMPA, FL, UNITED STATES, January 12, 2026 /EINPresswire.com/ -- [Natural Tap Water](#) is drawing attention to what it identifies as one of the most overlooked contributors to daily chemical exposure inside the home: the shower.

While public conversations around water quality tend to focus on drinking water, research and real-world exposure patterns show that showering represents a major source of chemical contact through skin absorption and inhalation. What feels like a simple daily routine becomes a repeated exposure event due to the sheer volume of water involved and the way the body encounters it.

"Most chemical exposure from water doesn't happen at the kitchen sink," said Stephfan Nurse, Founder of Natural Tap Water. "It happens in the shower, where water meets the body repeatedly, day after day."

One of the least understood aspects of water exposure is that it is not uniform. The chemical composition of tap water can vary significantly depending on where a home is located and which water supplier serves the area.

Treatment methods, source water, infrastructure age, and regulatory standards all influence what ultimately flows through a home's pipes. Two neighborhoods only miles apart may receive water treated with different disinfectants, at different concentrations, producing different chemical byproducts—yet homeowners often assume water quality is the same everywhere.

"People are exposed based on geography, not choice," Nurse explained. "Most homeowners have no idea that the water in their shower may be chemically different from the water in someone else's home across town."



Natural Tap Water Logo

Unlike hard water, which leaves visible residue, many chemical compounds in water are undetectable without testing. During showering, these compounds can become airborne while simultaneously coming into contact with the skin and lungs.

Because the effects are not immediate or obvious, this type of exposure is rarely questioned. Over time, that invisibility has contributed to the widespread assumption that water meeting legal standards is also optimized for long-term human exposure.

Natural Tap Water does not frame this issue as an emergency, but as a long-standing awareness gap—one that mirrors earlier shifts in understanding around air quality, indoor pollutants, and everyday environmental health.

The company's filtration technology is engineered specifically for high-flow residential applications such as showering, where most existing water treatment solutions fall short.

Many products on the market, including shower filters and standard whole-house systems, are limited by insufficient contact time. At typical shower flow rates, water often moves too quickly through these systems for meaningful chemical reduction to occur, resulting in filtration that works in theory but not in practice.

"Effective filtration isn't just about what media you use," Nurse said. "It's about whether water actually spends enough time in contact with that media to do anything meaningful—especially at the flow rates showers demand."

Natural Tap Water addresses this gap through custom whole-home system design engineered to achieve the correct empty bed contact time required to reduce the specific chemicals present in a home's water supply. Each system is configured based on the chemistry of the incoming water and the flow demands of real household use.

By aligning filtration media, system volume, and flow characteristics, Natural Tap Water is able to perform consistently during showering, bathing, and simultaneous water use—without relying on undersized or surface-level solutions.

"Our systems are designed around exposure, not convenience," Nurse added. "The goal is to make sure filtration actually works where exposure is highest."

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