



# COLD WATER KILLS

## ARE YOU NEXT?

Cold water causes  
an involuntary gasp  
(or torso) reflex



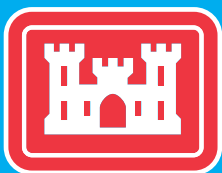
Falls are involved  
in 19% of all water -  
related fatalities



Cold Water Shock - 1 Min  
Cold Incapacitation - 10 mins  
Hypothermia - 1 Hour



It takes less than  
 $\frac{1}{2}$  cup of water in  
your lungs to drown



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