Brand was the bottle of choice for most environmentalists because people wanted to reduce waste, Nalgene said. Their popularity is a more serious issue.

"I think it’s a process," Mitchell said. "I see lots of people doing it. It might seem that plastics would be hard to avoid, but it’s not as difficult as you think."

Hemmelgarn said most people don’t realize that all the plastics in your home aren’t necessarily dangerous. She said the amount of plastics in our environment and how toxic they are can be misleading.

"I think that once a consumer starts to think about the amount of plastics in our environment and how toxic they are, they might be more concerned," she said.

She added that there are many alternative products that can be used instead of plastics. "I think we’re aware of this in the beginning, but as we get used to these products, we might start to think differently about them."