

MAY 14 1997

The Brita Products Company
c/o PS&RC
P O Box 493
Pleasanton, CA 94566 0803

Attention J Evelyn Lawson

Subject Brita Water Filter
EPA Registration Number 54625-1
Your Submission Dated April 2, 1997
EPA Received Date April 9, 1997

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended is acceptable and a stamped copy of the label is enclosed for your records

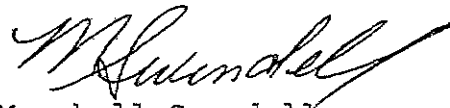
We have adjusted our records accordingly

Old Product Name Brita Water Filter

New Product Name Brita Filter

If you have any questions concerning this letter, please contact Karen M Leavy-Munk at (703) 308-6237

Sincerely yours,



Marshall Swindell
Acting Product Manager(31)
Antimicrobial Program Branch
Registration Division(7510W)

CONCURRENCES

SYMBOL	SURNAME	DATE						
.....
.....
.....

293

EPA 54625-1 Brita Filter

Change filters regularly

Change filters regularly after 35 gallons or two months, whichever comes first

- BRITA's bacteriostatic filter with ion exchange resin and silverized activated carbon:
- Eliminates 99% Lead and Copper
 - Reduces Chlorine Taste, Odor and Sediment
 - Softens water
 - Reduces scale & slum in appliances

- On box or insert:
- IMPORTANT:** Use only BRITA filters (in this unit) Brita's specially treated bacteriostatic filters are essential for (this product) or (your Brita pitcher or dispenser) to perform as:
- Registered with the EPA
 - Certified by NSF International
 - Approved by Brita

- DIRECTIONS FOR USE:**
- It is a violation of Federal Law to use this product in a manner inconsistent with labeling.
1. Hand wash pitcher and reservoir with a mild detergent.
 2. Soak the filter in cold water for 15 minutes to activate the ion exchange resin. If filter ever dries out, soak for 15 minutes.
 3. Hold filter under cold running tap water for a few seconds.
 4. Insert filter into reservoir by lining up grooves in filter with notch in reservoir. Press down firmly to ensure tight seal. (Note: This unit uses only the filter model packed with the unit. Previous filter models will not fit correctly.)
 5. Place calendar dial on top of filter and push firmly.
 6. Set the blue tab into the current month.
 7. Hold system under faucet and fill reservoir with cold tap water (filtration occurs as tap water passes through the Brita filter). Note: Do not use hot water.
 8. If minimal for carbon dust to appear in your first 1-2 pitchers. Use this water for your plants or discard.
 9. After each use, refill the reservoir. It is important that the bottom of the filter always be in contact with the filtered water to keep from drying out.
 10. Wash pitcher, lid and reservoir periodically.
 11. For maximum emergency process no more than 2 gallons (4 pitchers) daily.

FILTER REPLACEMENT:

Filter replacement is essential for the product to perform as represented. The average family should replace filter every 35 gallons (70 pitchers) or 2 months, whichever comes first.

For questions or comments, call 1-800-24-BRITA. For the store nearest you, call 1-800-44-BRITA.

BRITA FILTER

[REPLACEMENT FILTERS]

GREAT TASTE:

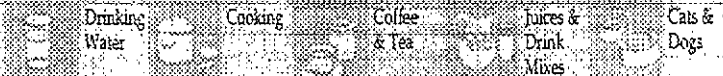
- The Brita Filter (System) makes crisp, fresh tasting drinking water.
- Reduces chlorine taste, odor, and sediment.
- Makes it a pleasure to drink the recommended 8 glasses of water a day.

93% LEAD AND COPPER REDUCTION

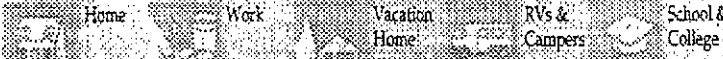
- Brita eliminates 93% of Lead and Copper. Lead in tap water occurs primarily from corrosion at lead solder, brass faucet fixtures, and lead pipes in the household plumbing system. Copper in tap water occurs primarily from corrosion of copper pipes in the household plumbing system.



MANY USES



MANY PLACES



Filter replacement is essential for the product to perform as represented. The average family should replace filter every 35 gallons (70 pitchers) or 2 months, whichever comes first.

THIS FILTER FITS ALL BRITA SYSTEMS

ACTIVE INGREDIENT: METALLIC SILVER 0.016%
 INERT INGREDIENTS 99.984%

Made in CANADA by BRITA Limited
 Distributed by The Brita Products Company
 121 Broadway, Oakland, CA 94612 USA

- The Brita Replacement Filter (Model AC605) has been tested and certified by NSF International, Inc.
- Standard No. 53 Health Effects
- Lead Reduction
 - Standard No. 42 Aesthetic Effects
 - Taste, Odor, and Chlorine
 - Reduction-Class 1
 - Particulate Reduction-Class 1
 - Bacteriostatic Effect
 - Copper Reduction
 - Zinc Reduction



This product inhibits the growth of bacteria in the filter to prolong the life of the filter.

This product is designed to remove unacceptable tastes, odors, and color from municipally treated tap water.

This filter is only to be used with municipally treated tap water or well water that is regularly tested to be microbiologically safe (Max. 99CFU).

Net Contents: Three Bacteriostatic Water Filter Cartridges.

Disposal: Wrap used filter in paper and dispose in trash. EPA Reg. No. 51625-1. EPA Act. No. See Bottom of Carton. Filter Patent No. 4,595,648.

KEEP OUT OF REACH OF CHILDREN CAUTION

Filter - _____ Pack
 Panel 3
 Back

BEST AVAILABLE COPY

R-10181-1 (master)

54625-1

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EPA 54625-1 Brita Filter

BRITA FILTER

PACK

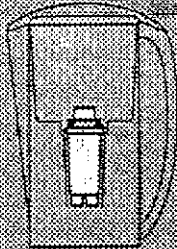
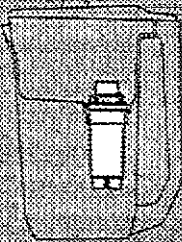
FILTER FITS ALL BRITA SYSTEMS

After
35 gallons or
two months,
whichever
comes first

FILTER
FITS ALL BRITA
SYSTEMS

BRITA FILTER

—-PACK
[REPLACEMENT
FILTERS]



Filter - _____ Pack
Panel 4
Side

Filter - _____ Pack
Panel 1
Front

R-10181-1 (master)

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