



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

April 26, 2018

Joanna Holcombe
Arch Chemicals, Inc.
1200 Bluegrass Lakes Parkway
Alpharetta, GA 30004

Subject: Notification per PRN 98-10 – Additional Marketing Content
Product Name: Arch 52% Calcium Hypochlorite
EPA Registration Number: 1258-1250
Application Date: March 21, 2018
Decision Number: 539589

Dear Ms. Holcombe:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, you may contact Wanda Henson at (703) 308-6345 or via email at henson.wanda@epa.gov

Sincerely,

A handwritten signature in blue ink that reads "Wanda G. Henson, for".

Demson Fuller, Product Manager 32
Regulatory Management Branch II
Antimicrobials Division (7510P)
Office of Pesticide Programs

Note to reviewer:

[All text in brackets [AAA] is optional and may/may not be included on all end-use labels]

{All text in braces {AAA} is for information purposes and will not appear on final label}

Arch 52% Calcium Hypochlorite

ACTIVE INGREDIENT:

CALCIUM HYPOCHLORITE 52%

OTHER INGREDIENTS: 48%

TOTAL: 100%

KEEP OUT OF REACH OF CHILDREN

[MANTÉNGASE FUERA DEL ALCANCE DE LOS NIÑOS]

DANGER [PELIGRO]

{Note to reviewer: Although this product has a “Danger” signal word, as per the EPA label review manual “The Agency may permit reasonable variations in the placement of the First Aid statement as long as the reference statement, “See First Aid (or Statement of Practical Treatment) on (identify appropriate panel)” appears on the front panel.” If the First Aid Statements are placed on the front panel of the final graphic label, the statement below will only reference Precautionary Statements:}

Read all Precautionary [and First Aid] Statements on [back] [side] [right] [left] panel before use.

[Manufactured for] [Sold by]:

Arch Chemicals, Inc.

1200 Bluegrass Lakes Parkway

Alpharetta, GA 30004

EPA Reg. No. 1258-1250

[Superscript Used in Lot Number]

EPA EST. NO. XXXX-YY-ZZ

NET WEIGHT

NOTIFICATION

1258-1250

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

04/26/2018

PRECAUTIONARY STATEMENTS:

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

DANGER: Corrosive. Causes irreversible eye damage and skin burns. Harmful if swallowed, absorbed through skin, or inhaled.

- [•] Open in a well-ventilated area. Avoid breathing dust and fumes.
- [•] Do not get in eyes, on skin, or on clothing. Do not handle with bare hands. Wear protective eyewear and use rubber gloves. For additional protection of skin, wear long sleeves and long pants.
- [•] Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet.
- [•] Remove and wash contaminated clothing before reuse.

FIRST AID:

IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice.

IF ON SKIN OR CLOTHING: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice.

IF SWALLOWED: Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything by mouth to an unconscious person.

IF INHALED: Remove person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. Call a poison control center or doctor for further treatment advice.

Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

NOTE TO PHYSICIAN: Probable mucosal damage may contraindicate the use of gastric lavage.

IN CASE OF EMERGENCY CALL: 1-800-654-6911

PHYSICAL AND CHEMICAL HAZARDS:

If product is exposed to small amounts of water, it can react violently to produce heat and toxic gas and spatter. Do not pre-mix or add water to this product. Only add this product directly to your [swimming pool] [,][or] spa][or skimmer].

- [•] Do not allow to become wet or damp before use.

Can react with other materials, including other water treatment products, to cause fire, explosion, and the release of toxic gases.

- [•] Keep all foreign matter, including other water treatment products, away from this product.
- [•] *{For use with resealable packaging.}* Use only clean, dry utensils to dispense this product.
- [•] *{For residential use: }*[Do not use this product in a floater or feeder.] *{For industrial, commercial or municipal use:}*[Do not use this product in a floater or feeder that has been used with any other product.]
- [•] Do not allow this product to contact other water treatment products. Before placing this product in a skimmer, make sure skimmer is completely clean and free of residue from other water treatment products.

Exposure to heat can cause this product to rapidly decompose, leading to fire, explosion, and the release of toxic gases.

- [•] Store in a cool, dry, well-ventilated area.

Strong oxidizing agent. This product can increase fire intensity.

- [•] Keep away from heat and from flame and burning material, including lighted cigarettes.

{First sentence of paragraph below for containers less than 50 lbs. All others use full paragraph.}

ENVIRONMENTAL HAZARDS:

This pesticide is toxic to fish and aquatic organisms. Do not discharge effluent containing this product into lakes, ponds, streams, estuaries, oceans, or other waters unless in accordance with the requirements of a National Pollutant Discharge Elimination System (NPDES) permit and the permitting authority has been notified in writing prior to discharge. Do not discharge effluent containing this product to sewer systems without previously notifying the local sewage treatment plant authority. For guidance contact your State Water Board or Regional Office of the EPA.

STORAGE & DISPOSAL:

{Nonrefillable container - household/residential use}

[Keep this product dry in its tightly closed container when not in use. Store in a cool, dry, well-ventilated area. Keep away from heat or open flame. Nonrefillable container. Do not reuse or refill this container. Rinse empty container thoroughly with water to dissolve all material prior to disposal. Offer for recycling if available. Do not contaminate food or feed by storage or disposal or cleaning of equipment. FOR DISPOSAL OF A CONTAMINATED OR DECOMPOSING PRODUCT SEE EMERGENCY HANDLING.]

{Nonrefillable container – single-use, non-resealable package}

[Keep this product dry in its tightly closed container. Store in a cool, dry, well-ventilated area. Keep away from heat or open flame. Nonrefillable container. Do not reuse or refill this container. Rinse and discard empty container thoroughly with water to dissolve all material prior to disposal. Offer for recycling if available. Do not contaminate food or feed by storage or disposal or cleaning of equipment. FOR DISPOSAL OF A CONTAMINATED OR DECOMPOSING PRODUCT SEE EMERGENCY HANDLING.]

{Refillable container – household/residential use}

[Keep this product dry in its tightly closed container when not in use. Store in a cool, dry, well-ventilated area. Keep away from heat or open flame. Do not contaminate food or feed by storage or disposal or cleaning of equipment. FOR DISPOSAL OF A CONTAMINATED OR DECOMPOSING PRODUCT SEE EMERGENCY HANDLING. Refillable container. Refill this container with calcium hypochlorite only. Do not use this container for any other purpose. Rinse empty container thoroughly with water to dissolve all material prior to disposal.]

{Nonrefillable container - non-household/residential use}

[Keep this product dry in its tightly closed container when not in use. Store in a cool, dry, well-ventilated area. Keep away from heat or open flame. Do not contaminate food or feed by storage or disposal or cleaning of equipment. FOR DISPOSAL OF A CONTAMINATED OR DECOMPOSING PRODUCT SEE EMERGENCY HANDLING. Nonrefillable container. Do not reuse this container. Offer for recycling if available. Rinse empty container thoroughly with water to dissolve all material prior to disposal.]

{Refillable container – non-household/residential use}

[Keep this product dry in its tightly closed container when not in use. Store in a cool, dry, well-ventilated area. Keep away from heat or open flame. Do not contaminate food or feed by storage or disposal or cleaning of equipment. FOR DISPOSAL OF A CONTAMINATED OR DECOMPOSING PRODUCT SEE EMERGENCY HANDLING. Refillable container. Refill this container with calcium hypochlorite only. Do not use this container for any other purpose. Cleaning of this container before final disposal is the responsibility of the person disposing of the container. Cleaning before refilling is the responsibility of the refiller. Rinse empty container thoroughly with water to dissolve all material prior to disposal.]

EMERGENCY HANDLING: In case of contamination or decomposition: Do not reseal container. Place the container in an open and well-ventilated area by itself (if possible). Flood with large amounts of water until the material is dissolved. Dispose of container and any remaining contaminated material in an approved landfill area.

{If the following Spanish statement is used, it must appear directly above DIRECTIONS FOR USE.} Si usted no entiende la etiqueta, busque a alguien para que se la explique a usted en detalle. (If you do not understand the label, find someone to explain it to you in detail.)

DIRECTIONS FOR USE:

It is a violation of federal law to use this product in a manner inconsistent with its labeling.

READ ALL PRECAUTIONARY STATEMENTS BEFORE USE.

{Use 1}[SWIMMING POOLS]

[This product is a concentrated chlorinating agent.] [It is in a dry, free-flowing form.] [It kills bacteria, controls algae and destroys organic contaminants in pools.]

[WHY YOU SHOULD USE THIS PRODUCT: This is an effective, multi-purpose product that [sanitizes], [clarifies], [[helps] prevent[s] algae] and [shock treats your pool]. It is convenient, easy to use, and won't over-stabilize your pool.]

{Mass Channel}

{Optional statement for pool care program for the [Brand A]}

[For crystal clear pool water, follow our [Brand A] 4 step pool care program: Step 1: Test and adjust pool water balance, Step 2: Sanitize, Step 3: Shock treat your pool at least once a week, and Step 4: Add algacide regularly].

{Optional statement for pool care program with the [Brand B]}

[For crystal clear pool water, follow the [Brand B] 3-Step Program: Step 1: Test and balance pool water, Step 2: Sanitize, and Step 3: Shock at least once a week.]

{Optional statement for pool care program for the [Brand C]}

[Take a pool water sample to your authorized [Brand C] retailer for a detailed water analysis.]

{Dealer Channel}

[For best results, follow a weekly program with our [brand] System. Consult your authorized [brand] Dealer for advice on the system that best suits your pool and your lifestyle.] [Take a pool water sample to your authorized [brand] Dealer regularly for a detailed water analysis.]] **[For crystal clear pool water, follow the [brand] 3 step pool care program:** Step 1: Sanitize [It], Step 2: Shock [It] Step 3: Defend [It].]]

[[WATER BALANCE:

[Adjust and maintain total alkalinity from 60 to 100 parts per million (ppm), pH from 7.2 to 7.6, and calcium hardness above 200 ppm. [Always check and adjust total alkalinity before adjusting pH levels.] Test frequently using [a brand] [test kit] {or} [test strips] that measure[s] all of the above ranges. Follow label directions for each product and allow each product to dissolve and disperse before adding additional products to the pool.]

{Mass Channel}

[[Download the [FREE] [Test to Swim™] [application name] app from your smartphone] [for expert water analysis, product recommendations, and dosage instructions].]

[Visit a [Test to Swim™ Station] [device/station name], at participating retailers, for expert water analysis, product recommendations and dosage instructions. [To find a participating retailer near you, visit www.hthpools.com/XXX].]

[Use a [Test to Swim™ Station] [device/station name] (at participating retailers) or download the Test to Swim™ [application name] app from your smartphone] [for expert water analysis, product recommendations, and dosage instructions].]

{Dealer Channel}

[Take a pool water sample to your [brand] dealer frequently to test for water balance. Maintain free available chlorine between 1 - 4 ppm.]

{OR}

[Adjust and maintain pool water to recommended ranges:

Acceptable Range for Balance	
Total Alkalinity	60-100 ppm
pH	7.2-7.6
Calcium Hardness	Above 200 ppm
Available Chlorine	1-4 ppm

Note: Follow label directions for each product and allow each product to dissolve and disperse before adding additional products to the pool. Always check and adjust total alkalinity before adjusting pH levels. [Use a test kit [or test strips] that measure[s] all these ranges.]]

[METHOD OF APPLICATION:] [HOW TO USE:]

{When contents are in a resealable container} [Use only a clean, dry [scoop][lid] to measure this product]. [Do not use the [scoop][lid] for any other purpose.]

{When contents are in a single use bag:} [Use entire contents of bag when opened.]

DO NOT use in floater or feeder.

[[METHOD FOR DOSING DIRECTLY INTO POOL:]

Add the recommended dosage of this product [during evening hours] while the filter pump is running. When adding this product to your pool, broadcast the product evenly over a wide area in the deepest part of the pool. If any granules settle to the bottom of the pool, use brush to disperse until completely dissolved. [Undissolved granules may cause bleaching or other damage to pool surfaces.]]

[METHOD FOR SKIMMER ADDITION:

[Use this method to avoid bleaching vinyl liner or paint.] Make sure that filter pump is on and properly recirculating through skimmer. Empty skimmer of all chemicals and/or debris. Contamination may cause an explosion or the release of toxic gases. DO NOT use this method when an automatic chemical dispensing device (e.g. feeder) is present. Pour this product slowly into skimmer, making sure that the material is drawn into the system at the same rate. DO NOT allow this material to accumulate as toxic gases may be generated.]

Test free available chlorine residual with [a][brand] pool test kit [or test strips]. Do not enter pool until the free available chlorine residual is 1- 4 ppm. **Re-entry Into treated swimming pools is prohibited above levels of 4 ppm chlorine for risk of bodily injury.**

[OPENING YOUR POOL:

Balance pool water per levels in WATER BALANCE section. Add a shock dosage of this product. Repeat dosage, as needed, until the free available chlorine residual is 1–4 ppm. Follow label directions for each of these products.]

{Sanitizer Directions}

ROUTINE CHLORINATION:

[For [Wading Pools], [Splasher Pools] [and] [Kiddie Pools]:]

[Throughout the pool season, add 0.14 oz [(3/4 teaspoon (tsp))] [(#¹ bag[s]²)] of this product per 200 gallons of pool water daily or as often as needed to maintain chlorine residual at 1-4 ppm.]

[For small pools less than 5,000 gallons:] [For pop-up pools:]

[FOR UNSTABILIZED POOLS: [Add 0.35 oz [(1/2 tablespoon (Tbsp))] [(# bag[s])] of this product per 500 gallons of pool water daily or as often as needed to maintain the free available chlorine residual at 1 – 4 ppm.

FOR STABILIZED POOLS: Add 0.4 oz [(2 1/2 teaspoons (tsp))] [(# bag[s])] per 500 gallons every other day or as often as needed to maintain the free available chlorine residual at 1-4 ppm.]

[For pools up to 10,000 gallons:] [For pop-up, above ground and/or inground pools:]

[FOR UNSTABILIZED POOLS: [Add 0.7 oz [(1 tablespoons (Tbsp))] [(# bag[s])] of this product per 1,000 gallons of pool water daily or as often as needed to maintain the free available chlorine residual at 1 – 4 ppm.

FOR STABILIZED POOLS: Add 0.4 oz [(2 1/2 teaspoons (tsp))] [(# bag[s])] per 1,000 gallons every other day or as often as needed to maintain the free available chlorine residual at 1-4 ppm.]

[For pools 10,000 gallons and larger: {version 1}]

[FOR UNSTABILIZED POOLS: Add 7 oz [(# bag[s])] of this product per 10,000 gallons of pool water daily or as often as needed to maintain the free available chlorine residual at 1 – 4 ppm.

FOR STABILIZED POOLS: Add 4 oz [(# bag[s])] per 10,000 gallons every other day or as often as needed to maintain the free available chlorine residual at 1-4 ppm.]

{charts are optional in whole or part based upon gallons for treatment}

[Use the following dosage recommendations based upon pool size.

Pool size, gallons	Dosage for unstabilized pools	Dosage for stabilized pools
500	0.35 oz [(1/2 Tbsp)] [(# bag[s])]	0.20 oz [(1 1/4 tsp)] [(# bag[s])]
1,000	0.7 oz [(1 Tbsp)] [(# bag[s])]	0.4 oz [(2 1/2 tsp)] [(# bag[s])]
2,500	1.75 oz [(2 Tbsp)] [(# bag[s])]	1 oz [(2 Tbsp)] [(# bag[s])]
5,000	3.5 oz [(# bag[s])]	2 oz [(# bag[s])]
7,500	5.25 oz [(# bag[s])]	3 oz [(# bag[s])]
10,000	7 oz [(# bag[s])]	4 oz [(# bag[s])]
15,000	10.5 oz [(# bag[s])]	6 oz [(# bag[s])]
20,000	14 oz [(# bag[s])]	8 oz [(# bag[s])]
30,000	21 oz [(# bag[s])]	12 oz [(# bag[s])]

]

{or}

¹ Single use bag sizes may vary from 1 oz to 32 oz. The value for # will be calculated using the following formula:

$$\# = \text{dosage (oz)} / \text{bag size (oz)}$$

For instance, if a 1 oz bag is used, the 2 oz dosage will say “2 oz (2 bags)”. No partial bag dosages (e.g. 1 ½ bags) will be listed.}

² The word “bag[s]” may be substituted with other single use packing such as “pouch[es]”, “pod[s]”, or “pack[s]”.

[For pools 10,000 gallons and larger: {version 2}]

[Use the following dosage recommendations based upon pool size:

Pool size, gallons	Dosage for unstabilized pools	Dosage for stabilized pools
10,000	7 oz	4 oz
15,000	10.5 oz	6 oz
20,000	14 oz	8 oz
30,000	21 oz	12 oz
	Add daily or as often as needed to maintain a free available chlorine residual of 1 – 4 ppm	Add every other day or as often as needed to maintain a free available chlorine residual of 1 – 4 ppm

1

{Shock Directions}

SHOCK TREATMENT / SUPERCHLORINATION:

[As a preventative treatment, shock treat your pool once per week [with [brand] shock treatment]. Additional shock treatments may be necessary to remedy problems which may occur when bathing loads are high, water appears hazy or dull, unpleasant odors or eye irritation occur, after heavy wind and rainstorms, or if algae does develop with resulting green color and slimy feeling.]

[For [Wading Pools], [Splasher Pools] [and] [Kiddie Pools]:]

[Every 7 days, or as necessary to prevent pool problems, shock treat / superchlorinate the pool by adding 0.27 oz [(1 1/2 teaspoons (tsp))] [(#³ bag[s]⁴)] of this product per 200 gallons of water.]

[For small pools less than 5,000 gallons:] [For pop-up pools:]

[Every 7 days, or as necessary to prevent pool problems, shock treat / superchlorinate the pool by adding 0.7 oz [1 tablespoon (Tbsp)] [(# bag[s])] of this product per 500 gallons of water.]

[For pools up to 10,000 gallons:] [For pop-up, above ground and/or inground pools:]

[Every 7 days, or as necessary to prevent pool problems, shock treat / superchlorinate the pool by adding 1.3 oz [(# bag[s])] of this product per 1,000 gallons of water.]

[For pools 10,000 gallons and larger:] [For above ground and/or inground pools:]

[Every 7 days, or as necessary to prevent pool problems, shock treat / superchlorinate the pool by adding [1 pound] [(# bag[s])] of this product per 12,500 gallons of water.]

³ Single use bag sizes may vary from 1 oz to 32 oz. The value for # will be calculated using the following formula:

= dosage (oz) / bag size (oz)

For instance, if a 1 oz bag is used, the 2 oz dosage will say "2 oz (2 bags)". No partial bag dosages (e.g. 1 1/2 bags) will be listed.

⁴ The word "bag[s]" may be substituted with other single use packing such as "pouch[es]", "pod[s]", or "pack[s]".

{Chart may be used in whole or part based upon gallons for treatment. Single use bag sizes may vary from 1 oz to 32 oz. In the table below, the value for # will be calculated using the following formula:

= dosage (oz) / bag size (oz)

For instance, if a 1 oz bag is used, the 2 oz dosage will say "2 oz (2 bags)". No partial bag dosages (e.g. 1 ½ bags) will be listed.}

[Use the following dosage recommendations based upon pool size.

Pool size, gallons	Dosage[, ounces]
500	0.7 oz [(# bag[s])]
1,000	1.3 oz [(# bag[s])]
2,000	2.7 oz [(# bag[s])]
2,500	3.3 oz [(# bag[s])]
3,000	4.0 oz [(# bag[s])]
4,000	5.3 oz [(# bag[s])]
5,000	6.7 oz [(# bag[s])]
6,000	8.0 oz [(# bag[s])]
7,000	9.3 oz [(# bag[s])]
7,500	10 oz [(# bag[s])]
8,000	10.7 oz [(# bag[s])]
9,000	12 oz [(# bag[s])]
10,000	13.3 oz [(# bag[s])]
12,500	16.7 oz [(# bag[s])]
15,000	20 oz [(# bag[s])]
17,500	23.3 oz [(# bag[s])]
20,000	26.7 oz [(# bag[s])]
30,000	40 oz [(# bag[s])]

]

[ALGAE CONTROL: Add a shock dosage of this product as close as possible to any algae on the sides or bottom of the pool. If necessary, repeat the treatment. To optimize treatment and prevent possible staining or bleaching, immediately after treatment, thoroughly clean pool by brushing surface of algae growth and disperse any granules on the bottom of the pool.]

[For preventative algae control: Add a shock dosage weekly. [However, if problems persist use your preferred [brand] algaecide product regularly. Follow label directions on [the algaecide] {or} [that product].]

[WINTERIZING:

Gradually add 1 lb. [(# bag[s])] of this product per 7,000 gallons of pool water that is clear and clean. Run the filter pump until granules are completely dissolved. Cover the pool with a pool cover. Prepare the heater, pump and filter components for winterizing by following manufacturer's directions.]

{2-Part Shock System Directions}

[[Green to Blue or other brand name] Shock System: If you are experiencing a severe algae bloom, which has turned your pool green, the [brand] Shock System can turn your pool sparkling blue again. This two-part system kills bacteria and algae that has invaded your pool and then makes it easy to vacuum out.

At the start of the season, or if a severe algae bloom occurs during the season, the pool can be treated and returned to its clear blue appearance within 24 hours by using [brand I and II] as part of the [brand] System.

1. Add [1.3 lbs of [brand I or this product] per 5,000 gallons OR 2.6 lbs of [brand I or this product] per 10,000 gallons] of pool water. If any granules settle to the bottom of the pool, use brush to disperse to assist in helping it to dissolve.
2. Once [brand I or this product] has completely been dispersed in the pool water, change valve to recirculate position and add [.65 lbs of [brand II] flocculent per 5,000 gallons OR 1.3 lbs of [brand II] flocculent per 10,000 gallons] of pool water through the skimmer.
3. Leave the system circulating for 1 hour then turn off the filter pump and allow to settle overnight.
4. The following day, change valve to vacuum position and vacuum the sediment to waste.
5. If the pool has not settled out or is not blue in color, repeat steps 1, 3 and 4.
6. Return valve to filter position after pool has been vacuumed.]

{Use 2}[Spa & Hot Tubs]

{Mass Channel}

{Sanitizer}

[WHY YOU SHOULD USE THIS PRODUCT:]

[This is an effective, [4-in-1][multi-purpose] [sanitizer] product that works fast to [kill bacteria and algae] [and] restore crystal clarity to spa water within 24 hours],[and] [reduce chlorine odor]. [It is convenient, easy to use, and won't over-stabilize your spa.]]

{Shock}

[WHY YOU SHOULD USE THIS PRODUCT:]

[This is an effective, [4-in-1] [shock] product that [kills bacteria and algae] [and] restores crystal clarity to spa water within 24 hours],[and] [reduces chlorine odor]. [It is convenient, easy to use, and won't over-stabilize your spa.]

[For crystal clear spa water, follow our [Brand] 3-Step Program: Step 1: Balance, Step 2: Sanitize, and Step 3: Shock.]

{Dealer Channel}

[WHY YOU SHOULD USE THIS PRODUCT:]

[This is [a convenient, easy-to-use] [an effective], [4-in-1][multi-purpose] [sanitizer] product that works fast to [kill bacteria and algae] [and] [clarify] [restore] [crystal] [clarity to] spa water [within 24 hours],[and] [reduce chlorine odor].]

HOW TO USE: [Do not pre-mix this product before adding it to your spa. Only add this product directly to your spa.] [Use only a clean, dry [scoop] [lid] to measure this product. Do not use the [scoop] [lid] for any other purpose.]

Add the recommended dosage of this product while the filter pump is running. Scatter the product over the surface of the water. If any granules settle to the bottom of the spa, use brush to disperse.

Test free available chlorine residual with a spa test kit. Do not enter spa until the free available chlorine residual is 3-5 ppm. **Re-entry Into treated spas is prohibited above levels of 5 ppm for risk of bodily injury.**

[WATER BALANCE:]

[For best product performance, comfort, and [crystal] [clear] [clean] water: Maintain total alkalinity in the range of 60 to 100 parts per million (ppm). Maintain pH in the range of 7.2 to 7.8. Maintain calcium hardness above 200 ppm. Always check and adjust total alkalinity before adjusting pH levels.] [Use a test kit that measures all these ranges.] Use [brand] Spa Care Products to make adjustments. Follow label directions for each product and allow each product to dissolve and disperse before adding additional products to the spa.]

{Mass Channel}

[[Download the [FREE] [Test to Swim™] [application name] app from your smartphone] [for expert water analysis, product recommendations, and dosage instructions].]

[Visit a Test to Swim™ Station [device/station name], at participating retailers, for expert water analysis, product recommendations and dosage instructions. [To find a participating retailer near you, visit www.hthpools.com/XXX].]

[Use a Test to Swim™ Station [device/station name] (at participating retailers) or download the Test to Swim™ [application name] app from your smartphone] [for expert water analysis, product recommendations, and dosage instructions].]

{Dealer Channel}

[Take a spa water sample to your [brand] dealer frequently to test for water balance.] Maintain free available chlorine between 3 – 5 ppm.]

{or}

[WATER BALANCE: For best product performance, comfort and crystal clear water, use [brand] spa care products to maintain the following water balance:

Acceptable Range for Balance	
Total Alkalinity	60-100 ppm
pH	7.2-7.6
Calcium Hardness	Above 200 ppm
Available Chlorine	3 - 5 ppm

Note: Follow label directions for each product and allow each product to dissolve and disperse before adding additional products to the spa. Always check and adjust total alkalinity before adjusting pH levels. [Use a test kit [or test strips] that measure[s] all these ranges.]

[OPENING YOUR SPA [OR HOT TUB][Freshly Filled]]: Add 0.6 oz [(1 1/4 tablespoons (Tbsp))][(#⁵ bag[s]⁶)] of this product for each 500 gallons of water. Repeat dosage as needed until the free available chlorine residual is 3-5 ppm.

[ROUTINE CHLORINATION: Add 0.6 oz [(1 1/4Tbsp)] [(# bag[s])] of this product per 500 gallons of water, daily or as often as needed to maintain the free available chlorine residual at 3-5 ppm.]

[[SHOCK TREATMENT][/] [SUPERCHLORINATION]: After each use, shock treat with 1.8 oz [(3 1/2 Tbsp)] [(# bag[s])] of this product per 500 gallons of water, to control odors and algae. Repeat as needed. [Water soluble, non-filterable wastes can accumulate in spa or hot tub water and cause dull or cloudy water and can stimulate algal growth.] [Superchlorination] [Shock treatment] must be done on a regular basis to remove these wastes and maintain clear sparkling water.]

[FOR PREVENTATIVE ALGAE CONTROL: Add a shock dosage weekly. However, if problems persist use your preferred [brand] [spa] algaecide product regularly. Follow label directions on that product.]

[EXTENDED NON-USE PERIOD: During extended non-use periods when the unit is not being used add 1.8 oz [(3 1/2 Tbsp)] [(# bag[s])] of this product per 500 gallons twice a week with the circulation system running or as needed to maintain 3-5 ppm free available chlorine.]

[It is recommended that spas and hot tubs be drained every 30-90 days, more often under heavy use. Consult manufacturer's recommendations concerning the compatibility of chlorine sanitizers with their equipment. Some oils, lotions, fragrances, cleansers, or other contaminants may cause foaming or cloudy water and may react with chlorine sanitizers to reduce their efficacy.]

⁵ Single use bag sizes may vary from 1 oz to 32 oz. The value for # will be calculated using the following formula:

$$\# = \text{dosage (oz)} / \text{bag size (oz)}$$

For instance, if a 1 oz bag is used, the 2 oz dosage will say "2 oz (2 bags)". No partial bag dosages (e.g. 1 1/2 bags) will be listed.]

⁶ The word "bag[s]" may be substituted with other single use packing such as "pouch[es]", "pod[s]", or "pack[s]".

{Use 3}[Industrial]

[SEWAGE & WASTEWATER EFFLUENT TREATMENT: The disinfection of sewage effluent must be evaluated by determining the total number of coliform bacteria and/or fecal coliform bacteria, as determined by the Most Probable Number (MPN) procedure, of the chlorinated effluent has been reduced to or below the maximum permitted by the controlling regulatory jurisdiction. On the average, satisfactory disinfection of secondary wastewater effluent can be obtained when the chlorine residual is 0.5 ppm after 15 minutes contact. Although the chlorine residual is the critical factor in disinfection, the importance of correlating chlorine residual with bacterial kill must be emphasized. The MPN of the effluent, which is directly related to the water quality standards requirements, is the final and primary standard and the chlorine residual should be considered an operating standard valid only to the extent verified by the coliform quality of the effluent. The following are critical factors affecting wastewater disinfection. 1. Mixing: It is imperative that the product and the waste water be instantaneously and completely flash mixed to assure reaction with every chemically active soluble and particulate component of the waste water. 2. Contacting: Upon flash mixing, the flow through the system must be maintained. 3. Dosage/Residual Control: Successful disinfection is extremely dependent on response to fluctuating chlorine demand to maintain a predetermined, desirable chlorine level. Secondary effluent should contain 0.2 to 1.0 ppm chlorine residual after a 15 to 30 minute contact time. A reasonable average of residual chlorine is 0.5 ppm after 15 minutes contact time.]

[EFFLUENT SLIME CONTROL: Apply a 100 to 1000 ppm available chlorine solution at a location which will allow complete mixing. Prepare this solution by mixing 2.5 to 25 oz. of this product with 100 gallons of water. Once control is evident, apply a 15 ppm available chlorine solution. Prepare this solution by mixing 0.38 oz. of this product with 100 gallons of water.]

{**BEGIN** OPTIONAL MARKETING **CONTENT**}

{General}

Concentrated Formula

Concentrated, Fast Acting Formula

Convenient measuring cap

Made in the USA

Made in the USA of US and imported content.



Minimum Available Chlorine.....49%



Special formula



{or}



{Algae}

Algae [destroying][killing][fighting]

Algaecide

[Controls][Destroys][Kills][Inhibits][Prevents] algae

[With][Contains] built-in algae [protection][fighter]

{Bacteria & Algae}

Bacteria [and][&] algae control

[Controls][Destroys][Kills][Inhibits][Prevents] [Bacteria] [and][&] Algae

Kills bacteria, destroys organic contaminants [and][&] controls algae

Routine use protects water from bacteria [[and][&] algae

Protects against bacteria [and][&] algae

{Bacteria Control}

Bacteria [destroying][killing]

Begins working [fast] to destroy bacteria

Destroys bacteria

Destroys organic contaminants

[Eliminates][Kills] bacteria

{Claims specific to the 2-Part Shock System Directions}

Drops particles to bottom of pool

In 24 hours your pool will once again be blue

Makes particles easy to vacuum to waste

Remedy

Removes phosphates {This statement refers to another product that is included in the [Green to Blue or other brand] System package}

Simply use shock system to rid your pool of murky water

This package contains 1 treatment for 10,000 gallons

This package contains 2 treatments for 5,000 gallons

Transforms water from green to blue [in 24 hours]

Transform your green water to a clear, sparkling sea of blue

{Clarifier}

Clears cloudy water

[Creates][Produces] sparkling, crystal clear water

Crystal clear results in 24 hours

Keeps [pool] [spa] water clean [and][&] crystal clear

Maintains brilliantly clear water

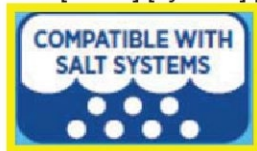
Restore[s] crystal clarity to water

Delivers sparkling [pool] [spa] water

{Compatibility with salt pools}

Compatible with salt [water] [systems] [pools]

Salt [water] [system] [pool] compatible



{Contamination language}

Contamination or improper use may cause fire, explosion or the release of toxic gases. Do not allow product to contact any foreign matter, including other water treatment products. If product is exposed to small amounts of water, it can react violently to produce heat and toxic gases and spatter. Do not add water to this product. Only add this product directly to your [swimming pool][,][[or] spa][or skimmer].

{Ease of Use}

Convenient

Easy to use

Easy, economical, convenient to use

Economical

Reduced maintenance formulation

{Eye Irritation}

Reduces eye irritation caused by swimming pool water

{Fast Acting}

[Fast] [acting] [dissolving]

{Heritage Claims/Logos}

{Heritage Claims/Logos}

90 Years of Clear Pools

90 Years of Perfect Pools

90 Years of Pool Expertise

[Here to Help] [since 1928]

Pool [Care] Experts since 1928



{Multi-Benefit}

[All-in-one] [Shocks] [clarifies] [chlorinates] [sanitizes] [kills algae] [and][&] [oxidizes]

[Multipurpose] [All-in-One] sanitizer and shock treatment

[6-in-1 [Action] [Shock Treatment] [Sanitizer]

[5-in-1 [Action] [Shock Treatment] [Sanitizer]

[4-in-1 [Action] [Shock Treatment] [Sanitizer]

[3-in-1 [Action] [Shock Treatment] [Sanitizer]

[2-in-1 [Action] [Shock Treatment] [Sanitizer]

2-in-1 Action: Sanitizes and prevents algae

Dual action: Sanitizes and prevents algae

Chlorinating granules for multipurpose uses

Controls algae, kills bacteria and destroys organic contaminants in [pools] [spas & hot tubs]

{Odor}

Reduces chlorine odor

{Pack Description}

[[Brand name] [[X] x 1 lb.] [Bonus Pack] {where "X" represents a number}
[X] Bags of [brand name] {where "X" represents a number}
[X] convenient, pre-measured 1lb. bags {where "X" represents a number}
Bonus Pack
[Bonus Pack] [X] Bags of [brand name][Shock] {where "X" represents a number}
[Special] [Value] [Bonus] [X] Pack {where "X" represents a number}
[Summer][X] [Pack][bonus pack] {where "X" represents a number}
Value Pack

{pH Control}

Will not lower pH

{Pool Measurement}

HOW TO CALCULATE POOL CAPACITY IN U.S. GALLONS	
POOL SHAPE	FORMULA (Dimensions in feet)
Rectangular:	$L \times W \times AD \times 7.5 = \text{total gallons}$
Round:	$Di \times Di \times AD \times 5.9 = \text{total gallons}$
Oval:	$\text{Maximum L} \times \text{maximum W} \times AD \times 5.9 = \text{total gallons}$
Freeform:	$\text{Surface area (sq. feet)} \times AD \times 7.5 = \text{total gallons}$

L = Length, W = Width, AD = Average Depth, Di = Diameter

{or}

To calculate your pool's capacity, visit hthpools.com/XXXX.

{Pool Type}

[Best used with] [Ideal for] [For] pop-up pools



[For use][Ideal] [with] [for] all pool [surfaces][types]
Ideal for [vinyl-lined pools] {or} [pools with vinyl liners] when used as directed
[For use] [Ideal] [with] [for] all pool types [including vinyl-liner pools]
Ideal for [in ground] [and][&] [above ground] [pools] [with a skimmer]
Good for all pool surfaces
Special pop-up pool size

{Product Support}

For product questions/support [from [brand] pool [[and][&] spa] care experts:

Call: [brand number][866-HTH-Pool]

Chat online: [brand website] [hthpools.com]

We're available 7 days a week from 8 AM to 10 PM EST

Visit: [brand website][hthpools.com]

[Customer Care: 1-800-455-4311]

HELPLINE
866-HTH-POOL
(4 8 4 - 7 6 6 5)
Call 7 days a week with
your pool care questions.
8:00 AM - 10:00 PM EST
Visit us online:
www.hthpools.com

HELPLINE
866-HTH-POOL
(4 8 4 - 7 6 6 5)
Call 7 days a week with
your pool care questions.
8:00 AM - 10:00 PM EST
Visit us online:
www.hthpools.com

f Instagram Pinterest YouTube g+

{or}

[Get social with us at:][Connect and Swim with us on Social:]

www.youtube.com/brand]

www.facebook.com/brand

www.instagram.com/bran

www.pinterest.com/brand

www.twitter.com/brand

(use social icons)

{Residue/Solubility/Scale}

No fading of liner[s] when used as directed

Non-staining formula

[Won't] [Will not] [fade] liner when used as directed

[Won't] [Will not] [cause staining] [or] [damage liners] when used as directed

{Sanitizer}

49% available chlorine

52% active ingredient

Chlorinating granules for [multiple] [pool] [[and][&] [spa] [use[s]]

Concentrated granular [chlorinator][sanitizer]

Convenient Routine Chlorinator

Provides [chlorination][sanitization]

Provides effective chlorination [at an economical price]

[Routine] Sanitizer [for chlorine pools][for chlorine spas]

Sanitizer

Sanitizes for [brilliantly] clear water

Sanitizes [pool] [spa] water

Shock Treatment [[and][&]] [Superchlorinator] for [Swimming Pools] [and][&] [Spas]

Swimming pool sanitizer

{Scan Here Icons and Text}



Scan here for all details

{Shock}

Dry, free-flowing form

Effective shock [and][&] oxidizer]

Multi-functional shock treatment

Oxidizer

Shock

Shock Treatment [[and][&]] [Superchlorinator] for [Swimming Pools] [and][&] [Spa[s]

{Spa Type}

Ideal for spa use

{Stabilization}

[No risk of][Will not cause] over stabilization

{Steps}

For best results, follow the [brand] 3-Step Program:

For best results, follow the [brand] 4 step pool care program:

[Step] [1] [Balance]

[Step] [2] [Sanitize]

[Step] [3] [Shock] [Weekly]

[Step] [4] [Prevent Algae]

{Graphic renderings of the 4 steps:}



{for routine chlorination directions}



{for shock treatment directions}

[[Brand] Step System:

[Step] [1] [Balance]

[Step] [2] [Sanitize]

[Step] [3] [Shock] [Weekly]

[Enhance]

[Prevent]

[Brand or poolife®] 3-Step System:

[Step] 1 [Sanitize It!]

[Step] 2 [Shock It!]

[Step] 3 [Defend It!]

{Graphic renderings of the 3 steps:}



{for routine chlorination directions}



{for shock treatment directions}

{Test Strips}

[X] FREE [brand] [product name] [test strips] included {where "X" represents a number}

[Bonus Pack with] [X] [FREE] [brand] [product name] [test strips] [inside] {where "X" represents a number}

[Bonus] [X count] [brand] [product name] [test strips] [inside] {where "X" represents a number}

[FREE] [Trial pack] [brand] [product name] [test strips] [inside]

{Trademark}

[Brand name] and the [brand] logo are trademarks of Lonza or its affiliates.

[HTH®][brand] and the [HTH®][brand] logo are registered trademarks of Arch Chemicals, Inc.

{Treatment}

1 bag [pouch] [pod] [pack] [delivers] [treats] [5 ppm of chlorine] [in] [12,500 gallons]

1 lb. [delivers] [treats] [5 ppm of chlorine] [in] [12,500 gallons]

1 [bag] [pouch] [pod] [pack] [treats] [X gallons]

Single use bag sizes may vary from 1 oz to 32 oz. The number of gallons treated (X) is calculated using the following formula:

$X \text{ gallons treated} = \text{bag size in ounces} \times 12,500/16$

So a 16 oz. bag would treat $16 \times 10,000/16 = 12,500$ gallons

And an 8 oz. bag would treat $8 \times 10,000/16 = 6,250$ gallons

{END OPTIONAL MARKETING CONTENT}