



OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

April 18, 2024

Joanna Holcombe
Senior Product Regulatory Specialist
Innovative Water Care, LLC
Electronic Transmittal: jholcombe@solenis.com

Subject: Notification per PRN 98-10 – Addition of Graphic to the Product Label.
Product Name: *SDCH 48.4*
EPA Registration Number: 1258-1413
Received Date: January 4, 2024
Action Case Number: 00495512

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) lists 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 Assurance.

Page 2 of 2

EPA Reg. No. 1258-1413

Action Case Number: 00495512

If you have any questions, please contact Michael Varco at (202) 566-0667 or by email at Varco.Michael@epa.gov.

Sincerely,

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

Note to reviewer:
[All text in brackets [AAA] is optional and may/may not be included on final label]
{All text in braces {AAA} is for information purposes and will not appear on final label}

SDCH 48.4

ACTIVE INGREDIENT: CALCIUM HYPOCHLORITE 48.4%
OTHER INGREDIENTS: 51.6%
TOTAL: 100.0%

NOTIFICATION

1258-1413

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:

04/18/2024

KEEP OUT OF REACH OF CHILDREN
[MANTÉNGASE FUERA DEL ALCANCE DE LOS NIÑOS]

DANGER [/] [PELIGRO]

{Note to reviewer: In accordance with 40 CFR 156.68(d), all first aid statements, as prescribed, will appear on the front panel of the product label.}

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 INHALED: Move 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.

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. 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

Read all precautionary statements on [left][right][back][side] panel before use.

EPA REG. NO. 1258-1413
[Superscript Used in Lot Number]
EPA EST. NO. XXXXX-YY-ZZ
NET [WT.][WEIGHT.] XXXXX

INNOVATIVE WATER CARE, LLC
1400 BLUEGRASS LAKES PARKWAY
ALPHARETTA, GA 30004

{Please note that the use of bullets in the formatting of the "Precautionary Statements" and "Physical Or Chemical Hazards" may or may not be used on the final printed label. Formatting decisions will be at the discretion of the registrant.}

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

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

- Open in well-ventilated area. Do not breathe dust. Wear dust/mist mask.
- Do not get in eyes, on skin, or on clothing. Do not handle with bare hands. Wear protective eyewear and 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.

PHYSICAL OR CHEMICAL HAZARDS:

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. Add only into water.

- Do not allow to become wet or damp before use.
- Do not mix this product with a small amount of water. Only add directly to your pool.
- Product can react with other materials, including other water treatment products, to cause intense fire, explosion, and the release of toxic gases.
- Keep all foreign matter, including other water treatment products, away from this product.
- Do not allow this product to contact other water treatment products. Before placing this product in a [feeder][,][floater][,][or][skimmer], make sure [feeder][,][floater][,][or][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 intense 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 (like a lighted cigarette).

{Environmental hazards statement for pool/spa/hot tub use products of all sizes. No NPDES statement per Interim Registration Review Decision}

ENVIRONMENTAL HAZARDS: This pesticide is toxic to fish and aquatic organisms.

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.

Note: This product degrades with age. Use chlorine test kit and increase dosage, as necessary to obtain the required level of available chlorine.

{Use 1 – SWIMMING POOL}

IMPORTANT: DO NOT USE THIS PRODUCT IN ANY [SKIMMER][,] [FEEDER] [OR] [FLOATER] IN WHICH ANY OTHER CHLORINATING COMPOUND IS BEING USED.

[DO NOT throw [tablets][briquettes][PRODUCT NAME] directly into pool or permit [tablets][briquettes][product] to contact vinyl pool linings or metal objects.]

{The final printed label may contain skimmer instructions only, floater instructions only, feeder instructions only, some combination of two equipment options, or all three.}

{Equipment type 1 - Only one version of the skimmer-specific instructions will appear on the final printed label}

{Skimmer Version 1}

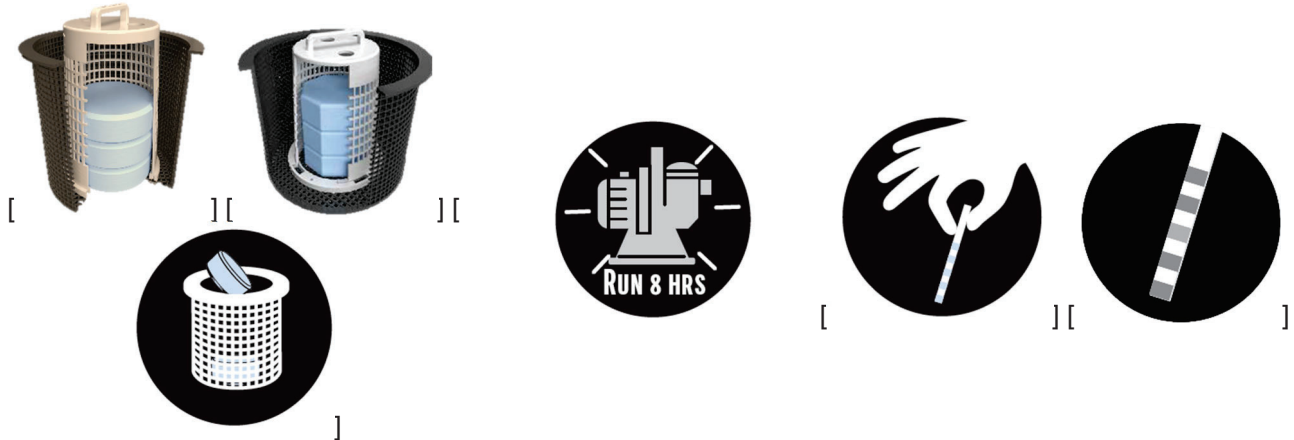
SKIMMER INSTRUCTIONS:

1. Add [1][one] [Product Name] tablet per 10,000 gallons of pool water into empty skimmer basket [or [BRAND] skimmer basket [insert]].
2. Run pool pump a minimum of [8][eight] hours daily.
3. Test water frequently and adjust number of [tablets][briquettes] to maintain [1 to 4][1-4] parts per million (ppm) free available chlorine.
4. Add new tablet(s) as needed.

{Skimmer Version 2}

SKIMMER INSTRUCTIONS:

{Color(s) of graphics are subject to match brand standards on the final printed label. Only 1 graphic per step will be used on final printed label}



Add [1][one] [Product Name] tablet per 10,000 gallons of pool water into empty skimmer basket [or [BRAND] skimmer basket [insert]].

Run pool pump a minimum of [8][eight] hours daily.

Test water frequently and adjust number of tablet(s) to maintain [1 to 4][1-4] parts per million (ppm) free available chlorine. Add new tablet(s) as needed.

{Skimmer Version 3}

SKIMMER INSTRUCTIONS:

1. Add [tablets][briquettes] into empty skimmer basket [or [BRAND] skimmer basket [insert]].
2. Run pool pump a minimum of [8][eight] hours daily.
3. Test water frequently and adjust number of [tablets][briquettes] to maintain [1 to 4][1-4] parts per million (ppm) free available chlorine.
4. Add new [tablets][briquettes] as needed.

{Equipment type 2 – Only one version of the floater-specific instructions will appear on the final printed label}

{Floater Version 1}

FLOATER INSTRUCTIONS:

Use [the] **[BRAND]** [floater] [a pool floating dispenser] designed for this product.

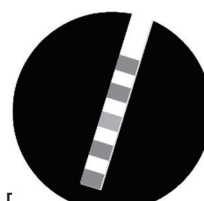
1. Add **[1][one] [Product Name] tablet per 10,000 gallons** of pool water into empty floater and close lid.
2. Run pool pump a minimum of **[8][eight]** hours daily.
3. Test water frequently [and adjust opening] [and][or] [adjust] number of tablet[s] to maintain **[1 to 4][1-4]** parts per million (ppm) free available chlorine.
4. Add new tablet[s] as needed.

{Floater Version 2}

FLOATER INSTRUCTIONS:

{Color(s) of graphics are subject to match brand standards on the final printed label. Only 1 graphic per step will be used on final printed label}

Use [the][**BRAND**] [floater][a pool floating dispenser] designed for this product.



Add **[1][one] [Product Name] tablet per 10,000 gallons** of pool water into empty floater and close lid.

Run pool pump a minimum of **[8][eight]** hours daily.

Test water frequently [and adjust opening] [and][or] [adjust] number of tablet(s) to maintain **[1 to 4][1-4]** ppm free available chlorine. Add new tablet(s) as needed.

{Floater Version 3}

FLOATER INSTRUCTIONS:

Use [the] **[BRAND]** [floater] [a pool floating dispenser] designed for this product.

1. Add **[Product Name] [tablets][briquettes]** to empty floater and close lid.
2. Run pool pump a minimum of **[8][eight]** hours daily.
3. Test water frequently [and adjust opening] [and][or] [adjust] number of [tablets][briquettes] to maintain **[1 to 4][1-4]** parts per million (ppm) free available chlorine.
4. Add new [tablets][briquettes] as needed.

{Equipment type 3 – Only one version of the feeder-specific instructions will appear on the final printed label}

{Feeder Version 1}

FEEDER INSTRUCTIONS:

[Product Name] [are][is] [exclusively] designed for use only with **[BRAND]** [Cal Hypo Tablet] [feeder][system]. [When used according to the feeder instructions, **[Product Name][this product]** provides a steady supply of free available chlorine and controls the growth of algae, kills bacteria, and destroys contaminants.]

1. Turn pool pump off.
2. Fill the **[BRAND]** [Cal Hypo Tablet] [feeder][system] with **[Product Name] [tablets][briquettes]** only and close the feeder lid.
3. Turn pump on. Adjust the chlorine feed rate setting according to the operating instructions in the [feeder] manual.
4. Wait 24 hours and check the free available chlorine. Adjust feed rate settings as necessary.

{Feeder Version 2}

FEEDER INSTRUCTIONS:

[Product Name] [are][is] [exclusively] designed for use only with **[BRAND]** [Cal Hypo Tablet] [feeder][system]. [When used according to the feeder instructions, **[Product Name][this product]** provides a steady supply of free available chlorine and controls the growth of algae, kills bacteria, and destroys contaminants.]

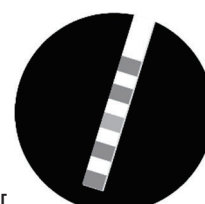
{Color(s) of graphics are subject to match brand standards on the final printed label. Only 1 graphic per step will be used on final printed label}



Turn pool pump off. Fill the **[BRAND]** [feeder][system] with **[Product Name]** [tablets][briquettes] only and close the feeder lid.



Turn pump on. Adjust the chlorine feed rate setting according to the operating instructions in the [feeder] manual.



Wait 24 hours and check the free available chlorine. Adjust feed rate settings as necessary.

[WATER BALANCE:

For optimum product performance, swimmer comfort and [crystal][brilliantly][sparkling][pristine][clear] water always maintain:

Acceptable Range for Balance

Total Alkalinity	60 - [100][120] ppm
pH	7.2 - 7.6
Calcium Hardness	Above 200 ppm
Cyanuric Acid	20 - 50 ppm
Free Available Chlorine	1 - 4 ppm

Do not enter pool until the free available chlorine is [1 to 4][1-4] ppm. [Take a pool water sample to your authorized **[BRAND]** [dealer] regularly for a detailed water analysis.][Test frequently using a reliable test kit that measures all the above ranges.]

[OPENING YOUR POOL: Prepare the pump, filter, heater, and other equipment for opening by following manufacturer's instructions. [Adjust pool paraments according to water balance recommendations] Use [a][an] **[BRAND]** Shock Treatment product per label instructions.]]

[[SHOCK TREATMENT] [/] [SUPERCHLORINATION]: Every 7 days, or as necessary to prevent pool problems, use [a][an] **[BRAND]** Shock Treatment product per label instructions.]

[ALGAE CONTROL: Use [a][an] **[BRAND]** Algaecide product per label instructions.]

[WINTERIZING: Use [a][an] **[BRAND]** [Shock Treatment] [,][and][or] **[BRAND]** [Algaecide] product per label instructions. Cover the pool with a pool cover. Prepare the pump, heater, filter, and other equipment for winterizing by following manufacturer's instructions.]

DISCHARGE [DIRECTIONS][INSTRUCTIONS] FOR [RESIDENTIAL] POOL USES:

Before draining a treated pool contact your local sanitary sewer and storm drain authorities and follow their discharge instructions. Do not discharge treated pool water to any location that flows to a gutter, storm drain or natural water body unless discharge is allowed by state and local authorities.

{END USE 1}

{USE 2 – SPA AND HOT TUB}

IMPORTANT: DO NOT USE THIS PRODUCT IN ANY [SKIMMER] [,] [FEEDER] [OR] [FLOATER] IN WHICH ANY OTHER CHLORINATING COMPOUND IS BEING USED.

[DO NOT throw [tablets][briquettes][PRODUCT NAME] directly into spa or permit [tablets][briquettes][product] to contact vinyl linings or metal objects.]

{The final printed label may contain skimmer instructions only, floater instructions only or both.}

SKIMMER INSTRUCTIONS:

1. Add [tablets][briquettes] into empty skimmer basket.
2. Test water frequently and adjust number of [tablets][briquettes] to maintain [3 to 5][3-5] parts per million (ppm) free available chlorine.
3. Add new [tablets][briquettes] as needed.

FLOATER INSTRUCTIONS:

1. Use [the] **[BRAND]** [floater] [a spa floating dispenser] designed for this product.
2. Add **[Product Name]** [tablets][briquettes] to the empty floater and close lid.
3. Test water frequently [and adjust opening] [and][or] [adjust] number of [tablets][briquettes] to maintain [3 to 5][3-5] parts per million (ppm) free available chlorine.
4. Add new [tablets][briquettes] as needed.

[WATER BALANCE:

For optimum product performance, bather comfort and [crystal][brilliantly][sparkling][pristine][clear] water always maintain:

Acceptable Range for Balance

Total Alkalinity	60 - 100 ppm
pH	7.2 – [7.6][7.8]
Calcium Hardness	Maximum 400 ppm
Free Available Chlorine	3 - 5 ppm

Do not enter spa until the free available chlorine is [3 to 5][3-5] ppm.][Take a water sample to your authorized **[BRAND]** [dealer] regularly for a detailed water analysis.][Test frequently using a reliable test kit that measures all the above ranges.]

[OPENING YOUR SPA: Prepare the pump, filter, heater, and other equipment for opening by following manufacturer's instructions.] [Adjust spa paraments according to water balance recommendations] Use [a][an] **[BRAND]** [Shock][Shock Oxidizer] Treatment product per label instructions. [Follow the DIRECTIONS FOR USE for routine chlorination.]]

[[SHOCK [OXIDIZER] TREATMENT] [/] [SUPERCHLORINATION]: Every 7 days, or as necessary to prevent spa problems, use [a][an] **[BRAND]** [Shock][Shock Oxidizer] Treatment product per label instructions.]

DISCHARGE [DIRECTIONS][INSTRUCTIONS] FOR [RESIDENTIAL] SPA AND HOT TUB USES:

Before draining a treated spa or hot tub contact your local sanitary sewer and storm drain authorities and follow their discharge instructions. Do not discharge treated spa or hot tub water to any location that flows to a gutter, storm drain or natural water body unless discharge is allowed by state and local authorities.

{END USE 2}

STORAGE & DISPOSAL:

{Nonrefillable container}

[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.]

SDCH 48.4

EPA Reg. No. 1258-1413

EPA ~~Stamped-Draft~~ Label dated 2023-06-22/2024-01-04

EMERGENCY HANDLING: In case of contamination or decomposition – Do not reseal container. Immediately remove container to an open and well-ventilated outdoor area by itself. Flood with large amounts of water. Dispose of the container and any remaining contaminated material in an approved landfill area.

{BEGIN OPTIONAL MARKETING CONTENT}

{Additional Claims}

Minimum available chlorine 48.4%
More Fun, Less Work! {convenience of tablets}

[Cal Hypo] [the] [Preferred][Trusted] Sanitizer
[Trusted] [Cal Hypo][Performance]

{Icons are representative, colors, fonts and outline shape are subject to match brand standards on the final printed label. Copy used with the icon can be interchanged with associated claims}



{Algae}

Algae [Protecting][Preventing][Fighting][Inhibiting][Controlling][Defending]
Algae [Protector][Preventer][Fighter][Inhibiter][Controller][Defender]

[Protects][Prevents][Fights][Inhibits][Controls][Guards][Defends] Algae
[Protects][Prevents][Fights][Inhibits][Controls][Guards][Defends] against Algae

[With][Contains] Built-in Algae [Protection][Prevention][Control][Defense]
[With][Contains] Algae [Protection][Prevention][Control][Defense]

{Bacteria Control}

Bactericide

Bacteria [Destroying][Killing][Fighting]
[Destroys][Kills][Fights] Bacteria
[Destroys][Kills][Fights] Bacteria [Instantly][Immediately]

Works [Instantly][Immediately] to [Destroy][Kill][Fight] Bacteria

Begins Working [Instantly][Immediately] to [Destroy][Kill][Fight] Bacteria

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{Organic Contaminants}

[Breaks down][Removes] [Organic] Contaminants
[Breaks down][Removes] [Organic] Contaminants for Crystal[-]Clear [Pool] Water
[Breaks down][Removes] [Organic] Contaminants for Sparking Clear [Pool] Water
[Breaks down][Removes] [Organic] Contaminants for Brilliantly Clear [Pool] Water

{Bacteria, Algae & Organic Contaminants}

Bactericide [and][&] Algae Control [for Swimming Pools][for Pools]
Bacteria [and][&] Algae Control [for Swimming Pools][for Pools]
Protects against Bacteria [and][&] Algae

SDCH 48.4

EPA Reg. No. 1258-1413

EPA ~~Stamped-Draft~~ Label dated 2023-06-22/2024-01-04

Routine use Protects [Pool][Water] from Bacteria [and][&] Algae

Bacteria [and][&] Algae [Protection][Prevention][Control][Defense]
[Protects][Prevents][Fights][Inhibits][Controls][Guards][Defends] against Bacteria [and][&] Algae

[Destroys][Kills][Fights] Bacteria [and][&][.] [Protects][Prevents][Fights][Inhibits][Controls][Guards][Defends]
against Algae

[Destroys][Kills][Fights] Bacteria [and][&][.] [Protects][Prevents][Fights][Inhibits][Controls][Guards][Defends]
Algae

[Destroys][Kills][Fights] Bacteria [,][.] [Breaks down][Removes] [Organic] Contaminants [and][&][.]
[Protects][Prevents][Fights][Inhibits][Controls][Guards][Defends] Algae

[Destroys][Kills][Fights] Bacteria [,][.] [Protects][Prevents][Fights][Inhibits][Controls][Guards][Defends] Algae
[and][&][.] [Breaks down][Removes] [Organic] Contaminants

[Protects][Prevents][Fights][Inhibits][Controls][Guards][Defends] Algae [,][.] [Destroys][Kills][Fights] Bacteria
[and][&][.] [Breaks down][Removes] [Organic] Contaminants

{Claims specific to formulas that contain a blue dye}

Blast bacteria with a burst of blue!

Blue Crystals for Blue Water

Blue [Crystal][Brilliance][Sparkle][Pristine] Technology

[Crystal][Brilliance][Sparkle] Blue Technology

Blue Tablet for Blue Water

[With] Blue color indicator

[With] Blue[sanitizer] indicator

Burst of blue [leads to][for] [clear], [clean] water

Burst of blue on impact shows it's working

Burst of blue [shows] cleaning action

Changes color to show it's working

Color change shows it's working

Features color-changing technology [to show it's working]

[Life is] Better with Blue

Product turns blue in water

Simply Blue

Turns blue on impact with water

Turns blue to show its working

Turns blue when activated in water

Trust Blue

Unique formula [that] turns blue in water

Visible action – turns blue in water[!]

[Visible Blue Action][so you know it's working!]

{Clarity}

All Clear [[with] Cal Hypo]

All Clear with [Brand][Product Name]

Cal Hypo Clean [and][&] Clear

Clean [and][&] Clear [[with] Cal Hypo]

Creates Sparkling, Crystal[-]Clear Water

Keeps Water Clear

Start [Blue][Clear], Stay [Blue][Clear]

Crystal[-]Clear [Results] [[Pool] Water] in 24 hours

Sparkling Clear [Results] [[Pool] Water] in 24 hours

Brilliantly Clear [Results] [[Pool] Water] in 24 hours

Pristine [Clear] [Results] [[Pool] Water] in 24 hours

[Keep(s)] [Pool] Water [clean],[.]& Crystal[-]Clear
 [Keep(s)] [Pool] Water [clean],[.]& Sparkling[-]Clear
 [Keep(s)] [Pool] Water [clean],[.]& Brilliantly[-]Clear
 [Keep(s)] [Pool] Water [clean],[.]& Pristine[-]Clear

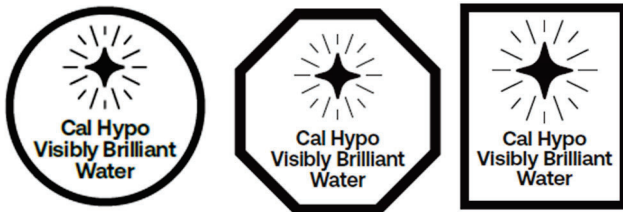
[Enjoy][Maintain(s)][Produce(s)][Restore(s)][Deliver(s)] [clean],[.] Crystal[-]Clear [Pool] Water
 [Sanitizes][Sanitizer] [for] [Clean],[.] Crystal[-]Clear [Pool] Water
 Crystal[-]Clear [Pool] Water [with] [Cal Hypo]
 [Cal Hypo] Crystal[-]Clear [Pool] Water
 Cal Hypo [Formula] for Extended [Crystal[-]Clarity][Clarity]

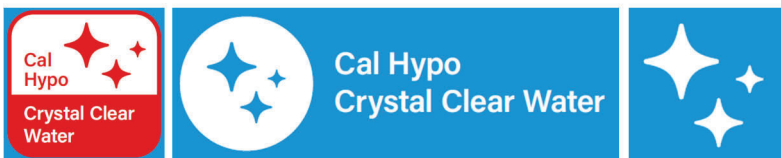
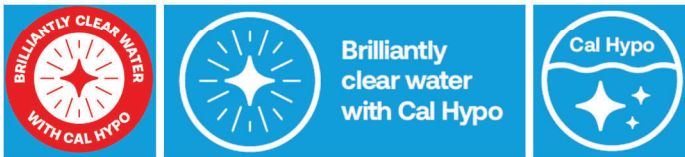
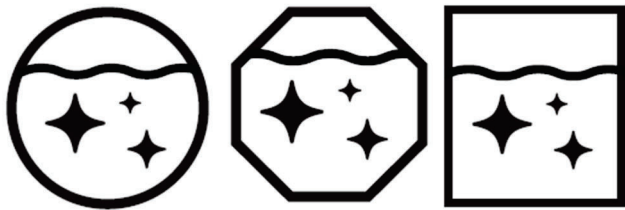
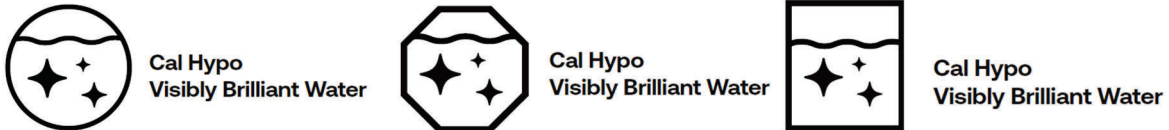
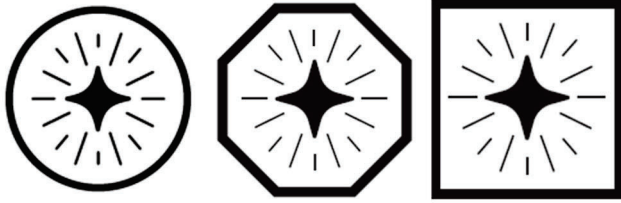
[Enjoy][Maintain(s)][Produce(s)][Restore(s)][Deliver(s)][clean],[.] Sparkling [Clear] [Pool] Water
 [Sanitizes][Sanitizer] [for] [clean],[.] Sparkling [Clear] [Pool] Water
 Sparkling [Clear] [Pool] Water [with] [Cal Hypo]
 [Cal Hypo] Sparkling [Clear] [Pool] Water
 Cal Hypo [Formula] for Extended [Sparkle][Sparkling][Pool][Water]

[Enjoy][Maintain(s)][Produce(s)][Restore(s)][Deliver(s)] [clean],[.] Brilliantly Clear [Pool] Water
 [Sanitizes][Sanitizer] [for] [clean],[.] Brilliantly Clear [Pool] Water
 Brilliantly Clear [Pool] Water [with] Cal Hypo
 [Cal Hypo] Brilliantly Clear [Pool] Water
 [Cal Hypo] Visibly Brilliant [Pool] Water
 [Cal Hypo] Visibly Brilliant [Sanitizer][Chlorinator]
 Cal Hypo [Formula] for Extended Brilliance

[Enjoy][Maintain(s)][Produce(s)][Restore(s)][Deliver(s)] Pristine [Clear] [Pool] Water
 [Sanitizes][Sanitizer] [for],[.] Pristine [Clear] [Pool] Water
 Pristine [Clear] [Pool] Water [with] Cal Hypo
 [Cal Hypo] Pristine [Clear] [Pool] Water

{Icons are representative, colors, fonts and outline shape are subject to match brand standards on the final printed label. Copy used with the icon can be interchanged with associated claims}





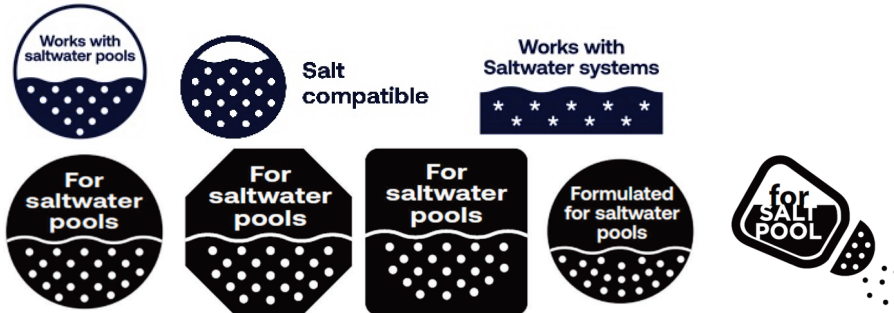
{Compatibility with salt pools}

Compatible with Salt[water] [Pools] [Systems]
Salt[water] [Pool] [System] Compatible

[For][Use with][Ideal for][Works in][Works with][Designed for][Good for][Formulated for] [chlorine [and][&]
salt[water] pools [systems]

[For][Use with][Ideal for][Works in][Works with][Designed for][Good for][Formulated for] salt[water] pools
[systems]

{Icons are representative, colors, fonts and outline shape are subject to match brand standards on the final printed label. Copy used with the icon can be interchanged with associated claims}



{Ease of Use}

Convenient [Tablet(s)]
Convenient, Easy[-]to[-]use [Tablet(s)]
Easy[-]to[-]use
Long[-]lasting[.][and][&][+] Easy[-]to[-]use
Easy, economical, convenient to use
Economical
Reduced maintenance formulation

{Epsom Salt Additives} - Magnesium Sulfate

Contains [Minerals][Salts][Mineral Salts][Magnesium Sulfate][MgSO₄][Epsom Salt]
Contains [Minerals][Salts] [Mineral Salts][Magnesium Sulfate][MgSO₄][Epsom Salt] for soft [and][&][smooth] skin
Contains [Minerals][Salts][Mineral Salts][Magnesium Sulfate][MgSO₄][Epsom Salt] for soft [and][&][smooth]
[pool] water
Contains [Minerals][Salts][Mineral Salts][Magnesium Sulfate][MgSO₄][Epsom Salt] for soothing relief
Contains [Minerals][Salts][Mineral Salts][Magnesium Sulfate][MgSO₄][Epsom Salt] to reduce inflammation [to
relieve chronic pain]
Contains [Minerals][Salts][Mineral Salts][Magnesium Sulfate][MgSO₄][Epsom Salt] for less skin irritation
Contains [Minerals][Salts][Mineral Salts][Magnesium Sulfate][MgSO₄][Epsom Salt] to relieve aching [body and]
muscles

{Icons are representative, colors, fonts and outline shape are subject to match brand standards on the final printed label. Copy used with the icon can be interchanged with associated claims}



{Equipment - Skimmer, Floater, Feeder}

[For] skimmer use
For routine use in skimmers
Designed for skimmer use

[For] [Use with] Skimmer[s],[,]&[or] Feeder[s]
[For] [Use with] Skimmer[s],[,]&[or] [BRAND] Feeder[s]
[For] [Use with] Skimmer[s],[,]&[or] [Product Name] Feeder[s]

[For] [Use with] [Cal Hypo][Tablet] designed Floater[.],[,]&[or] Feeder[.],[,]&[or] Skimmer [[Basket] Insert]

[For] [Use with] [BRAND][Chlorine] Floater[.],[,]&[or] Skimmer [[Basket] Insert]

[For] [Use with] [BRAND/Product Name][Chlorine] Floater[.],[,]&[or] Skimmer [[Basket] Insert]

[For] [Use with] [BRAND/Product Name][Chlorine] Floater[.],[,]&[or] [BRAND/Product Name] Skimmer
[[Basket] Insert]

[For] [Use with] [BRAND][Chlorine] Floater[.],[,]&[or] [BRAND] Skimmer [[Basket] Insert],[,]&[or][Cal
Hypo][Chlorine][Tablet] Feeder

[For] [Use with] [BRAND][Chlorine] Floater[.],[,]&[or] [BRAND] Skimmer [[Basket] Insert],[,]&[or][Cal
Hypo][Chlorine][Tablet] Feeder

[For] [Use with] [BRAND/Product Name] [Chlorine] [Floater][.],[,]&[or] Feeder[.],[,]&[or] Skimmer [[Basket]
Insert]

Dual-use [Cal Hypo] [Tablet] [:::][for] Skimmer[s],[,]&[or] Feeder[s]
Dual-use [Cal Hypo] [Tablet] [:::][for] Skimmer[s],[,]&[or] [BRAND] Feeder[s]
Dual-use [Cal Hypo] [Tablet] [:::][for] Skimmer[s],[,]&[or] [Product Name] Feeder[s]

Skimmer[s]
Floater[s]
Feeder[s]

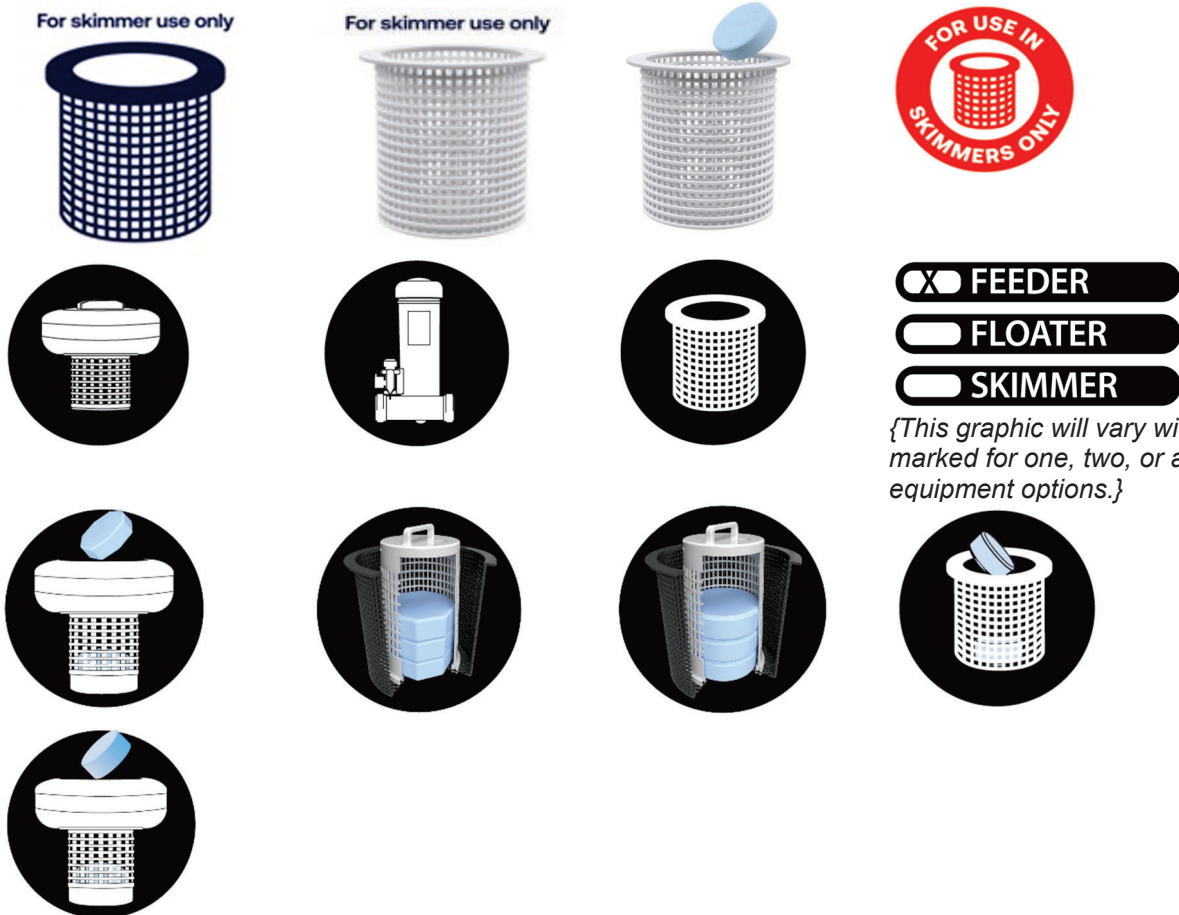
Skimmer[s]
[BRAND] [Product Name] Floater[s]
[BRAND] [Product Name] Feeder[s]

Skimmer[s] | Floater[s] | Feeder[s]
Skimmer[s] | [Product Name] Floater[s] | [Product Name] Feeder[s]
Skimmer[s] | [BRAND] Floater[s] | [BRAND] Feeder[s]

[For] [Use with] Skimmer[s], Floater[s],[,]&[or] Feeder[s]
[For] [Use with] Skimmer[s], and [BRAND] Floater[s],[,]&[or] [BRAND] Feeder[s]
[For] [Use with] Skimmer[s], and [Product Name] Floater[s],[,]&[or] [Product Name] Feeder[s]

Multi-use [Cal Hypo] [Tablet] [:::][for] Skimmer[s], Floater[s],[,]&[or] Feeder[s]
Multi-use [Cal Hypo] [Tablet] [:::][for] Skimmer[s], [BRAND] Floater[s],[,]&[or] [BRAND] Feeder[s]
Multi-use [Cal Hypo] [Tablet] [:::][for] Skimmer[s], [Product Name] Floater[s],[,]&[or] [Product Name]
Feeder[s]

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{Equipment Floater & Feeder Brands}

For use with [Brand][Product Name] Feeder [only]
 For use in [Brand][Product Name] Feeder [only]
 Designed for use with [Brand][Product Name] [only]

Use [only] with [Brand][Product Name] Feeders
 For use only with [Brand][Product Name] [Swimming Pool] Feeders

This product was [created] [designed] for use with the [Brand][Product Name] Feeder [only]

{Eye Irritation}

Reduces eye irritation [caused by swimming pool water]

{Long Lasting / Slow Erosion}

Extended[-]release Skimmer [Cal Hypo] [Tablets][Briquettes]
 Extended[-]release Skimmer[,] [and] [&] [or] Feeder [Cal Hypo] [Tablets][Briquettes]
 Extended[-]release Skimmer, Floater[,] [and] [&] [or] Feeder [Cal Hypo] [Tablets][Briquettes]

Slow[-]dissolve Skimmer [Cal Hypo] [Tablets][Briquettes]
 Slow[-]dissolve Skimmer[,] [and] [&] [or] Feeder [Cal Hypo] [Tablets][Briquettes]
 Slow[-]dissolve Skimmer, Floater[,] [and] [&] [or] Feeder [Cal Hypo] [Tablets][Briquettes]

Slow[-]dissolving Skimmer [Cal Hypo] [Tablets][Briquettes]
 Slow[-]dissolving Skimmer[,] [and] [&] [or] Feeder [Cal Hypo] [Tablets][Briquettes]

Slow[-]dissolving Skimmer, Floater[,][and][&][or] Feeder [Cal Hypo] [Tablets][Briquettes]

Slow[-]release Skimmer [Cal Hypo] [Tablets][Briquettes]

Slow[-]release Skimmer[,][and][&][or] Feeder [Cal Hypo] [Tablets][Briquettes]

Slow[-]release Skimmer, Floater[,][and][&][or] Feeder [Cal Hypo] [Tablets][Briquettes]

Long[-]lasting Skimmer [Cal Hypo] [Tablets][Briquettes]

Long[-]lasting Skimmer[,][and][&][or] Feeder [Cal Hypo] [Tablets][Briquettes]

Long[-]lasting Skimmer, Floater[,][and][&][or] Feeder [Cal Hypo] [Tablets][Briquettes]

Extended[-]release [tablet][briquette]

Slow[-]dissolving [tablet][briquette]

Slow[-]dissolve [tablet][briquette]

Slow[-]release [tablet][briquette]

Long[-]lasting [tablet][briquette]

[Good] [Works][Lasts][Treats] [Chlorinates][for] [7 days][1 week][up to 7 days][up to 1 week]

[7 day] [1 week] [Chlorinator][Cal Hypo][Tablet]

Slow[-]dissolving [Tablet][Briquette] [,][][][[-] [Lasts][Treats] [Chlorinates] for [7 days][1 week][up to 7 days][up to 1 week]

Slow[-]dissolve [Tablet][Briquette] [,][][][[-] [Lasts][Treats] [Chlorinates] for [7 days][1 week][up to 7 days][up to 1 week]

Slow[-]release [Tablet][Briquette] [,][][][[-] [Lasts][Treats] [Chlorinates] for [7 days][1 week][up to 7 days][up to 1 week]

Extended[-]release [Tablet][Briquette] [,][][][[-] [Lasts][Treats] [Chlorinates] for [7 days][1 week][up to 7 days][up to 1 week]

Long[-]lasting [Tablet][Briquette] [,][][][[-] [Lasts][Treats] [Chlorinates] for [7 days][1 week][up to 7 days][up to 1 week]

[Cal Hypo][Tablet][Briquette] [,][][][[-] [Lasts][Treats] [Chlorinates] for [7 days][1 week][up to 7 days][up to 1 week]

[7[-]day][1[-]week][Up to 1[-]week] Slow[-]dissolving [Tablet][Briquette]

[7[-]day][1[-]week][Up to 1[-]week] Slow[-]dissolve [Tablet][Briquette]

[7[-]day][1[-]week][Up to 1[-]week] Slow[-]releasing [Tablet][Briquette]

[7[-]day][1[-]week][Up to 1[-]week] Slow[-]release [Tablet][Briquette]

[7[-]day][1[-]week][Up to 1[-]week] Extended[-]release [Tablet][Briquette]

[7[-]day][1[-]week][Up to 1[-]week] Long[-]lasting [Tablet][Briquette]

[7[-]day][1[-]week][Up to 1[-]week] Chlorinating [Tablet][Briquette]

Easy[-]to[-]use Extended[-]release [Tab][Tablet][Briquette]

Easy[-]to[-]use Slow[-]dissolving [Tab][Tablet][Briquette]

Easy[-]to[-]use Slow[-]dissolve [Tab][Tablet][Briquette]

Easy[-]to[-]use Slow[-]release [Tab][Tablet][Briquette]

Easy[-]to[-]use Long[-]lasting [Tab][Tablet][Briquette]

Drop[-][and][&][-]go Extended[-]release [Tab][Tablet][Briquette]

Drop[-][and][&][-]go Slow[-]dissolving [Tab][Tablet][Briquette]

Drop[-][and][&][-]go Slow[-]dissolve [Tab][Tablet][Briquette]

Drop[-][and][&][-]go Slow[-]release [Tab][Tablet][Briquette]

Drop[-][and][&][-]go Long[-]lasting [Tab][Tablet][Briquette]

Extended[-]release [tablet][briquette] for Longer Life

Slow[-]dissolving [tablet][briquette] for Longer Life

Slow[-]dissolve [tablet][briquette] for Longer Life

Slow[-]release [tablet][briquette] for Longer Life

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Long[-]lasting [tablet][briquette] for Longer Life

Extended[-]release Long[-]lasting [tablet][briquette]

Slow[-]dissolving Long[-]lasting [tablet][briquette]

Slow[-]dissolve Long[-]lasting [tablet][briquette]

Slow[-]release Long[-]lasting [tablet][briquette]

Long[-]lasting Long[-]lasting [tablet][briquette]

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{Long Lasting / Fast-Acting*}

{Note to reviewer: All final printed labels using “fast-acting*” in text format or as part of an icon will include the qualifier “*works within minutes when used as directed”.}

[Fast[-]acting*][Immediate action][Instant action][Starts working on contact]
*works within minutes when used as directed

Slow[-]dissolving [,][][and][&][yet] Fast-acting* [Sanitizer][Chlorinator][Cal Hypo][Tablet][Briquette]
*works within minutes when used as directed

Slow[-]dissolve [,][][and][&][yet] Fast-acting* [Sanitizer][Chlorinator][Cal Hypo][Tablet][Briquette]
*works within minutes when used as directed

Slow[-]release [,][][and][&][yet] Fast-acting* [Sanitizer][Chlorinator][Cal Hypo][Tablet][Briquette]
*works within minutes when used as directed

Long[-]lasting [,][][and][&][yet] Fast-acting* [Sanitizer][Chlorinator][Cal Hypo][Tablet][Briquette]
*works within minutes when used as directed

Slow[-]dissolving [,][][and][&][yet] Instant-acting [Sanitizer][Chlorinator][Cal Hypo][Tablet][Briquette]

Slow[-]dissolve [,][][and][&][yet] Instant-acting [Sanitizer][Chlorinator][Cal Hypo][Tablet][Briquette]

Slow[-]release [,][][and][&][yet] Instant-acting [Sanitizer][Chlorinator][Cal Hypo][Tablet][Briquette]

Long[-]lasting [,][][and][&][yet] Instant-acting [Sanitizer][Chlorinator][Cal Hypo][Tablet][Briquette]

Slow[-]dissolving [,][][and][&][yet] Immediate-acting [Sanitizer][Chlorinator][Cal Hypo][Tablet][Briquette]

Slow[-]dissolve [,][][and][&][yet] Immediate-acting [Sanitizer][Chlorinator][Cal Hypo][Tablet][Briquette]

Slow[-]release [,][][and][&][yet] Immediate-acting [Sanitizer][Chlorinator][Cal Hypo][Tablet][Briquette]

Long[-]lasting [,][][and][&][yet] Immediate-acting [Sanitizer][Chlorinator][Cal Hypo][Tablet][Briquette]

Slow[-]dissolving [Cal Hypo] [Tablet] [,][][and][&][yet] Fast-Acting* [Technology][Sanitizer][Chlorinator]
*works within minutes when used as directed

Slow[-]dissolve [Cal Hypo] [Tablet] [,][][and][&][yet] Fast-Acting* [Technology][Sanitizer][Chlorinator]
*works within minutes when used as directed

Slow[-]release [Cal Hypo] [Tablet] [,][][and][&][yet] Fast-Acting* [Technology][Sanitizer][Chlorinator]
*works within minutes when used as directed

Long[-]lasting [Cal Hypo] [Tablet] [,][][and][&][yet] Fast-Acting* [Technology][Sanitizer][Chlorinator]
*works within minutes when used as directed

Slow[-]dissolving [Cal Hypo] [Tablet] [,][][and][&][yet] Instant-Acting [Technology][Sanitizer][Chlorinator]

Slow[-]dissolve [Cal Hypo] [Tablet] [,][][and][&][yet] Instant-Acting [Technology][Sanitizer][Chlorinator]

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Slow[-]release [Cal Hypo] [Tablet] [,][][[and][&][yet] Instant-Acting [Technology][Sanitizer][Chlorinator]
 Long[-]lasting [Cal Hypo] [Tablet] [,][][[and][&][yet] Instant-Acting [Technology][Sanitizer][Chlorinator]

Slow[-]dissolving [Cal Hypo] [Tablet] [,][][[and][&][yet] Immediate-Acting [Technology][Sanitizer][Chlorinator]
 Slow[-]dissolve [Cal Hypo] [Tablet] [,][][[and][&][yet] Immediate-Acting [Technology][Sanitizer][Chlorinator]
 Slow[-]release [Cal Hypo] [Tablet] [,][][[and][&][yet] Immediate-Acting [Technology][Sanitizer][Chlorinator]
 Long[-]lasting [Cal Hypo] [Tablet] [,][][[and][&][yet] Immediate-Acting [Technology][Sanitizer][Chlorinator]

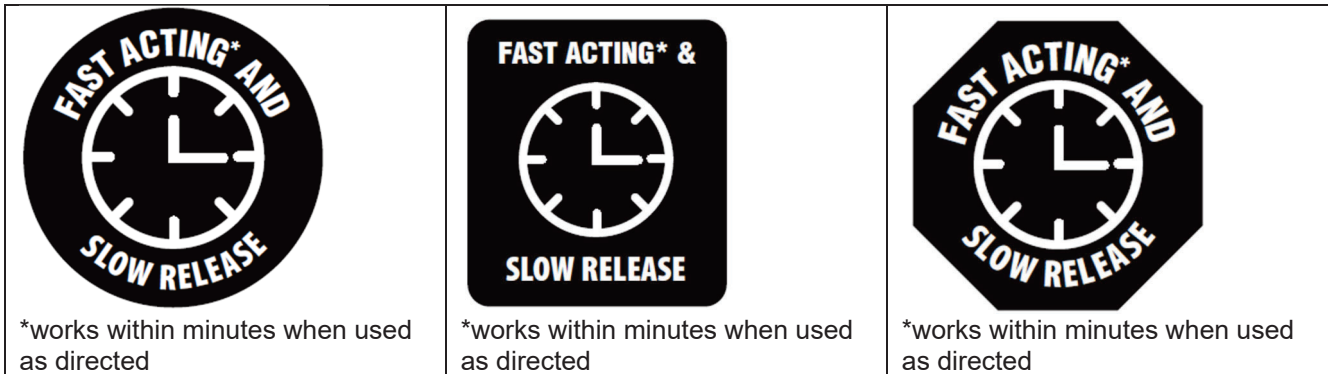
[Cal Hypo] [Tablet] [,][][[-] Slow-dissolving [,][][[and][&][yet] Fast-Acting* [Technology][Sanitizer][Chlorinator]
 *works within minutes when used as directed
 [Cal Hypo] [Tablet] [,][][[-] Slow-dissolve [,][][[and][&][yet] Fast-Acting* [Technology][Sanitizer][Chlorinator]
 *works within minutes when used as directed
 [Cal Hypo] [Tablet] [,][][[-] Slow-release [,][][[and][&][yet] Fast-Acting* [Technology][Sanitizer][Chlorinator]

[Cal Hypo] [Tablet] [,][][[-] Slow-dissolving [,][][[and][&][yet] Instant-Acting [Technology][Sanitizer][Chlorinator]
 [Cal Hypo] [Tablet] [,][][[-] Slow-dissolve [,][][[and][&][yet] Instant-Acting [Technology][Sanitizer][Chlorinator]
 [Cal Hypo] [Tablet] [,][][[-] Slow-release [,][][[and][&][yet] Instant-Acting [Technology][Sanitizer][Chlorinator]

[Cal Hypo] [Tablet] [,][][[-] Slow-dissolving [,][][[and][&][yet] Immediate-Acting [Technology][Sanitizer][Chlorinator]
 [Cal Hypo] [Tablet] [,][][[-] Slow-dissolve [,][][[and][&][yet] Immediate-Acting [Technology][Sanitizer][Chlorinator]
 [Cal Hypo] [Tablet] [,][][[-] Slow-release [,][][[and][&][yet] Immediate-Acting [Technology][Sanitizer][Chlorinator]

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{Made in USA}

Made in the USA

Made in the USA of US and imported content

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{Multi-Benefit}

[All-in-one][Multipurpose] [clarifies] [chlorinates] [sanitizes] [prevents algae] [sequestering agent] [scale prevention] [and][&] [oxidizes]

6-in-1 [Action] *{choose from the following:}* [Sanitizer] [Algae Prevention] [Clarifier] [Chlorinator] [Sequestering Agent] [Scale Prevention] [Oxidizer]

5-in-1 [Action] *{choose from the following:}* [Sanitizer] [Algae Prevention] [Clarifier] [Chlorinator] [Sequestering Agent] [Scale Prevention] [Oxidizer]

4-in-1 [Action] *{choose from the following:}* [Sanitizer] [Algae Prevention] [Clarifier] [Chlorinator] [Sequestering Agent] [Scale Prevention] [Oxidizer]

3-in-1 [Action] *{choose from the following:}* [Sanitizer] [Algae Prevention] [Clarifier] [Chlorinator] [Sequestering Agent] [Scale Prevention] [Oxidizer]

2-in-1 [Action] *{choose from the following:}* [Sanitizer] [Algae Prevention] [Clarifier] [Chlorinator] [Sequestering Agent] [Scale Prevention] [Oxidizer]

2-in-1 Action: Sanitizes and prevents algae

Dual action: Sanitizes and prevents algae

Chlorinating tablet for multipurpose uses

{Odor}

Reduces chlorine odor

Eliminates contaminants and reduces chlorine odor

{Patent}

Exclusive Technology

[Innovative][exclusive][patent pending technology]

[Innovative][exclusive][patent pending] technology

[Innovative][exclusive][patent pending slow-dissolve technology]

[Innovative][exclusive][patent pending] slow-dissolve technology

Patent Pending

{pH & Balance Control}

[Will][Does] not lower [pH] [TA] [pH or TA] [pH or Total Alkalinity]

{Pool Type – Treatment statements will appear on final printed label of appropriate package size}

{Pop-up pools: up to 5,000 gallons}

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{Small pools: up to 10,000 gallons}
{Medium pools: 10,000-15,000 gallons}
{Large pools: 15,000 gallons and up}

[For][For use with][Ideal for][Use with][Works with][Good with][Suitable for] all pools
[For][For use with][Ideal for][Use with][Works with][Good with][Suitable for] all pool [surfaces][types]
[For][For use with][Ideal for][Use with][Works with][Good with][Suitable for] all pool types [including vinyl-liner pools]

Ideal for [vinyl-lined pools] [pools with vinyl liners] when used as directed

Ideal for [in(-) ground] [and][&][or] [above(-)ground] [pools] [with a skimmer][with a [BRAND] floater][with a [BRAND] feeder]

Ideal for [in(-) ground] [and][&][or] [above(-)ground] [pools] [with a] [skimmer][or][[BRAND] floater][or][[BRAND] feeder]

[Use][Suitable for using] when closing [your] pool [in the winter]
[Use][Suitable for using] when opening [your] pool [in the spring]
[Use][Suitable for using] when opening [and][&][or] closing [your] pool

[For] Above(-)Ground [,][and][&][or] In(-)Ground [Swimming] Pools
[For] Above(-)Ground [Swimming] Pools
[For] In(-)Ground [Swimming] Pools

[For] [Small][Medium][Large] [Swimming] Pools
[For] [Small][Medium][Large] Above(-)Ground [Swimming] Pools
[For] [Small][Medium][Large] In(-)Ground [Swimming] Pools

[For][Ideal for] Pop-up Pools
Special pop-up pool size

10,000 gallon pools
[For][Ideal for] pools 10,000 gallons and up
Treats up to 10,000 gallons

15,000 gallon pools
[For][Ideal for] pools 15,000 gallons and up
Treats up to 15,000 gallons

20,000 gallon pools
[For][Ideal for] pools 20,000 gallons and up
Treats up to 20,000 gallons

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{Product Images}

{Icons are representative, colors, fonts and outline shape are subject to match brand standards on the final printed label. Copy used with the icon can be interchanged with associated claims}



{Product Support}

For product [questions][support]
Call: [Brand number]
Chat online: [Brand website]
Visit: [Brand website]

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{Residue/Solubility/Scale}

No fading of liner[s] when used as directed
Non-staining formula

[Won't][Will not] fade liner(s) when used as directed
[Won't][Will not] [cause staining][stain][damage][stain or damage] liner(s) when used as directed

[Cal Hypo] [won't][will not] fade liner(s) when used as directed
[Cal Hypo] [won't][will not] [cause staining][stain][damage][stain or damage] liner(s) when used as directed

{Sanitizer}

Convenient Routine [Sanitizer][Chlorinator]
Provides effective [sanitization][chlorination] [at an economical price]
Provides [routine] [sanitization][chlorination]
[Routine] Sanitizer [for chlorine pools]
[Routine] Chlorinator [for pools]
Sanitize [Treatment]
Sanitizer
Chlorinate
Chlorinator
Sanitizes for [brilliantly][crystal-clear][sparkling] clear water
Sanitizes for [pristine] [clear] water
[Sanitizes][Chlorinates] [pool] water
Swimming pool sanitizer

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{Sanitize & Swim}

Swim immediately
Swim [ready][safe] in 15 minutes
Swim immediately after use

{Stabilization}

Alternative to [Stabilized Chlorine][TCCA][Tri-Chlor][3" Tablets][3" Pucks][3" Chlorinating Tablets][3" Tri-Chlor Tablets][3" Tri-Chlor Pucks]

[no risk of][prevents][avoids] Chlorine Lock
no Chlorine Lock

[Use][For use] with stabilizer
[Add][Must add] stabilizer separately
Non[-]stabilized [tablet][briquette][formula][chemistry]

[No risk of][Prevents][Will not cause] [chlorine lock][over stabilization][over-stabilization]

Does not contribute to the buildup of stabilizer that makes chlorine less effective

Cal Hypo [Stops][Prevents][Avoids][No risk of][No] Chlorine Lock
Cal Hypo Formula [Stops][Prevents][Avoids][No risk of][No] Chlorine Lock
[Stops][Prevents][Avoids][No risk of][No] Chlorine Lock

Cal Hypo [Stops][Prevents][Avoids][No risk of][No] [over[-]stabilization]
[Stops][Prevents][Avoids][No risk of][No] [over[-]stabilization]

Cal Hypo[,][,][,] [Stops][Prevents][Avoids][No risk of][No] [over[-]stabilization][,][,][,] [Optimizes][Maximizes][For Best][Best][Effective][Efficient][Productive] [Chlorination][Sanitation]

Cal Hypo [Optimizes][Maximizes][For Best][Best][Effective][Efficient][Productive] [Chlorination][Sanitation]

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{Stop - Do Not Mix}



{Steps}

{Steps – Please note that on a final graphic label, only the step appropriate to this product will be highlighted, or alternately, only the step appropriate to this product will be used}

{3 Steps}

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

- Step 1 Sanitize
- Step 2 Shock [Weekly]
- Step 3 [Add] Algaecide

{The “[Brand] 3-Step System” below may be placed on the label to allow easy product identification by consumers.}

[Brand] 3-Step System:]

[Step] [1] [Sanitize [It!]] [product name]

[Step] [2] [Shock [It!]]

[Step] [3] [Defend [It!]]



{4 Steps}

[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:}



The [BRAND] [4(-)Step] [Pool Care][System][Program] consists of [product name] sanitizer, [product name] shock [oxidizer] and [product name] algicide. These products have been formulated to work together for a simple[,][trouble-free][pool][spa] maintenance program to create [clean], [crystal(-)][sparkling][brilliantly][pristine] clear [pool] water.

[For best results, follow the [BRAND] [3(-)Step] Pool Care Program: Step 1: Sanitize [It], Step 2: Shock [It], and Step 3: Defend [It]. [Consult your authorized [BRAND] Dealer for advice on the system that best suits your pool and lifestyle.]

[For best results, follow the [BRAND] [4(-)Step] Pool Care Program: Step 1: Balance, Step 2: Sanitize, Step 3: Shock, and Step 4: Prevent [Algae]. [Consult your authorized [BRAND] Dealer for advice on the system that best suits your pool and lifestyle.]

{QR Codes}

{QR codes are representative, and the copy used with the icon can be interchanged with associated brands/products}



[Scan to Save]

[Scan] [Learn More] [Learn More About Cal Hypo] [Learn More About [Product Name]]
 [Here To Help] [Here To Help Since 1928] [Pool [Care] Experts Since 1928]
 [Product Name] [Brand] [Brand Website]

{Trademark}

[Brand name] and the [brand] logo are trademarks of Innovative Water Care, LLC. or its affiliates.
 [Brand name] and [Product name] are trademarks of Innovative Water Care, LLC. or its affiliates.
 [Brand name][,.] the [brand] logo and [Product name] are trademarks of Innovative Water Care, LLC. or its affiliates.
 [Brand name] are trademarks of Innovative Water Care, LLC. or its affiliates.
 The [brand] logo are trademarks of Innovative Water Care, LLC. or its affiliates.

{Test Strips}

[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]
 [X] FREE [brand] [product name] [test strips] included {where “X” represents a number}
 Use [Brand] [6-way][5-way][4-way][2-way] test strips [to [check][test] for [pool] parameters]
 Use a suitable test [kit][strips][to [check][test] for [pool] parameters]

{Testing}

Free App

[HTH]

Test to Swim™ [App]

{Icons are representative, colors, fonts and outline shape are subject to match brand standards on the final printed label. Copy used with the icon can be interchanged with associated claims}



{Testing - Pool Volume}

HOW TO CALCULATE POOL CAPACITY IN U.S. GALLONS

[POOL SHAPE FORMULA (Use measurements in feet only)]

RECTANGULAR Length x Width x Average Depth x 7.5 = Total Gallons

ROUND Diameter x Diameter x Average Depth x 5.9 = Total Gallons

OVAL Maximum Length x Maximum Width x Average Depth x 5.9 = Total Gallons

FREE FORM Surface Area (Sq. Feet) x Average Depth x 7.5 = Total Gallons

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

{or}

HOW TO CALCULATE POOL CAPACITY IN U.S. GALLONS

[POOL SHAPE FORMULA (Use measurements in feet only)]

RECTANGULAR L x W x AD x 7.5 = Total Gallons

ROUND Di x Di x AD x 5.9 = Total Gallons

OVAL Maximum L x Maximum W x AD x 5.9 = Total Gallons

FREE FORM Surface Area (Sq. Feet) x AD x 7.5 = Total Gallons

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

{or}

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

[To calculate your pool's capacity, visit [[Brand Website](http://Brand Website.com/XXXX)].com/XXXX]

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HOW TO CALCULATE POOL CAPACITY IN U.S. GALLONS



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

{Brand Specific Marketing Content}

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{Why You Should Use this Product} {Pool}

[WHY YOU SHOULD USE THIS PRODUCT:]

[Product Name] is slow-dissolving [tablet][briquette] that provides a continuous source of free available chlorine for [1 week] [7 days] [and [is][serves as] an alternative to [traditional [3"] tri-chlor][3"]][tablets][pucks]]. [The 00dissolution rate may vary depending upon bather load, [temperature], [water flow rate][pump run time] and other conditions.] **[Product Name]** destroys bacteria, prevents algae, removes contaminants, and [maintains][restores] [crystal][brilliant][sparkling][pristine] clarity to swimming pool water [and won't overstabilize with cyanuric acid.] [It is a convenient, easy-to-use [tablet][briquette] for pool owners to use in a skimmer[,][and] **[BRAND]** floater[,][or [exclusive] **[BRAND]** feeder.]] [For best results, follow the **[BRAND]** **[3 Step] Pool Care Program:** Step 1: Sanitize [It], Step 2: Shock [It], and Step 3: Defend [It].][For best results, follow the **[BRAND]** **[4 Step] Pool Care Program:** Step 1: Balance, Step 2: Sanitize, Step 3: Shock [Weekly], and Step 4: Prevent Algae.] [Consult your authorized **[BRAND]** [Exclusive Pool Care Collection] Dealer for advice on the system that best suits your pool and lifestyle.]

{Why You Should Use this Product} {Spa}

[WHY YOU SHOULD USE THIS PRODUCT:]

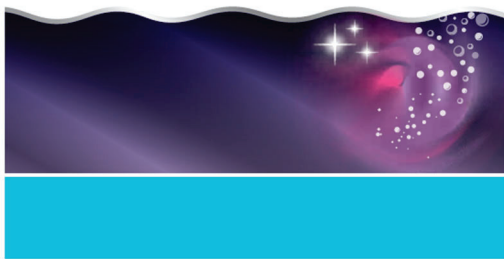
[Product Name] is slow-dissolving [tablet][briquette] that provides a continuous source of free available chlorine for [1 week] [7 days]. **[Product Name]** destroys bacteria and [maintains][restores][crystal][brilliant][sparkling] [pristine] clarity to [spas][spa water]. It is a convenient, easy-to-use [tablet][briquette] for spa owners to use in a skimmer [,][and][or] **[BRAND]** floater. [Consult your authorized **[BRAND]** Dealer for advice on the system that best suits your spa and lifestyle.]

{Packaging Design Concepts}

{Package designs are representative. Placement, sizing and color of design elements are subject to change on the final printed label. Tablet size, color and shape are subject to change on final printed label}







Requested Alternate Brand Names(s):

Approved Alternate Brand Names:

HTH Pool Care Brilliance
HTH Pool Care Brilliance Cal Hypo Chlorine Tablets
HTH Pool Care Brilliance Cal Hypo Tablets
HTH Pool Care Brilliance Chlorine Tablets
HTH Pool Care Brilliance Chlorine Tabs
HTH Pool Care Gem
HTH Pool Care Gem Cal Hypo Chlorine Tablets
HTH Pool Care Gem Cal Hypo Tablets
HTH Pool Care Gem Chlorine Tablets
HTH Pool Care Gem Chlorine Tabs
HTH Pool Care Gem-Tabs
HTH Pool Care Gem-Tabs Cal Hypo Chlorine Tablets
HTH Pool Care Gem-Tabs Cal Hypo Tablets
HTH Pool Care Gem-Tabs Chlorine Tablets
HTH Pool Care Gem-Tabs Chlorine Tabs
HTH Pool Care PWR-Tabs
HTH Pool Care PWR-Tabs Cal Hypo Chlorine Tablets
HTH Pool Care PWR-Tabs Cal Hypo Tablets
HTH Pool Care PWR-Tabs Chlorine Tablets
HTH Pool Care PWR-Tabs Chlorine Tabs
HTH Pool Care Visi-Blue
HTH Pool Care Visi-Blue Cal Hypo Chlorine Tablets
HTH Pool Care Visi-Blue Cal Hypo Tablets
HTH Pool Care Visi-Blue Chlorine Tablets
HTH Pool Care Visi-Blue Chlorine Tabs
HTH Pool Care Visi-Clear
HTH Pool Care Visi-Clear Cal Hypo Chlorine Tablets
HTH Pool Care Visi-Clear Cal Hypo Tablets
HTH Pool Care Visi-Clear Chlorine Tablets
HTH Pool Care Visi-Clear Chlorine Tabs

{END OPTIONAL MARKETING CONTENT}