

3573-90

01/24/2007

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

January 24, 2007

Janice L. Dhonau
Regulatory Affairs
The Procter & Gamble Company
5299 Spring Grove Avenue
Cincinnati, OH 45217

Subject: PuR Purifier of Water
EPA Registration No. 3573-90
Application Date: December 20, 2006
Receipt Date: December 26, 2006

Dear Ms. Dhonau:

This acknowledges receipt of your notification, submitted under the provision of PR Notice 98-10, FIFRA section 3(c)9.

Proposed Notification

- addition of non-FIFRA labeling text
- addition of marketing claims

General Comments

Based on a review of the material submitted, the following comments apply:

1. The notification application is unacceptable for the reason below:

The proposed phrase "Removes Sediment" is misleading. The product does not remove sediment from treated water but, as stated in your application and label, coagulates it for removal by filtration.

2. This application must be re-submitted as an amendment.

Should you have any questions or comments concerning this letter, please contact me at (703) 308-6345.

Sincerely,

Wanda Y. Henson
Product Reviewer (32)
Regulatory Management Branch II
Antimicrobials Division (7510P)

		CONCURRENCES					
SYMBOL	7510P	7510P					
IRNAME	E. Ben	Henson					
DATE	1/24/07	1/24/07					

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The Procter & Gamble Company
F&HCIC
5299 Spring Grove Avenue
Cincinnati, OH 45217-1025
www.pg.com

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504C)
U.S. Environmental Protection Agency
Room 266A, Crystal Mall 2
1801 S. Bell Street
Arlington, VA 22202-4501

December 20, 2006

Attn.: Ms. Emily Mitchell

Subject:

EPA Registration Number 3573-90
Notification of Label Change: Non-Mandatory Labeling Changes

Dear Ms. Mitchell,

This provides the Agency notification of non-mandatory labeling changes for PUR Purifier of Water (EPA Reg. No. 3573-90). Procter & Gamble submits these notifications under the provisions of PR Notice 98-10. It is believed that this submission falls under the auspices of PRN 98-10 rules for notifications, however, due to the number of claims requested, an additional document providing clarification of the key claims is attached.

Enclosed are the following supporting documents:

- Claims Clarification Document
- Application Form (EPA Form 8570-1)
- One copy of revised master label showing revisions
- Two copies of revised master label

If you have any questions regarding this notification, please call me at 513-627-7349 or email at dhonau.jl@pg.com.

Sincerely,

Janice L. Dhonau
Regulatory Affairs
Global Household Care



United States
Environmental Protection Agency
 Washington, DC 20460

Registration
 Amendment
 Other

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 3573	2. EPA Product Manager Emily Mitchell	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) PuR Purifier of Water	PM# 32	
5. Name and Address of Applicant (Include ZIP Code) Janice L. Dhonau The Procter & Gamble Company 5299 Spring Grove Avenue, Cincinnati, OH 45217 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3)(b)(ii), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

Section - II

<input type="checkbox"/> Amendment - Explain below.	<input checked="" type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application.
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below.

Explanation: Use additional page(s) if necessary. (For section I and Section II.)

Notification of a change of non-mandatory labeling.
 This notification is consistent with the provisions of PRN 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PRN 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

Section - III

1. Material This Product Will Be Packaged In:

Child-Resistant Packaging <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Type of Container <input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input checked="" type="checkbox"/> Other (Specify) _____
* Certification must be submitted If "Yes" Unit Packaging wgt. No. per container		If "Yes" Package wgt No. per container	

3. Location of Net Contents Information
 Label Container

4. Size(s) Retail Container
 4 g

5. Location of Label Directions
 On Label

6. Manner in Which Label is Affixed to Product
 Lithograph
 Paper glued
 Stenciled Other Label is printed on the sachet

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)

Name Janice L. Dhonau	Title Regulatory Affairs	Telephone No. (Include Area Code) 513-627-7349
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Certification

I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment as both under applicable law.

2. Signature 	3. Title Regulatory Affairs	6. Date Application Received (Stamped)
4. Typed Name Janice L. Dhonau	5. Date 12/20/2006	

Competitive Pricing Analysis*

	Unit Cost	Unit Treatment	Cost per Liter	
PUR Purifier of Water	\$ 9.99	60 Liters		0.17
Potable Aqua Iodine	\$ 5.00	24 Liters	\$	0.20
Pristine WPS	\$ 29.95	120 Liters	\$	0.25
Chlorfloc	\$ 9.19	30 Liters	\$	0.31
Potable Aqua Plus	\$ 8.29	24 Liters	\$	0.35
Kat MicrPur Tabs D	\$ 13.95	30 Liters	\$	0.47
Coghlands Water Treat	\$ 12.30	24 Liters	\$	0.51
Potable Aqua Clo/Diox	\$ 14.65	19 Liters	\$	0.77

* Pricing information obtained from Corporate websites.

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**PūR Purifier of Water
Master Label**

Sublabel A: First Responder/Non-Government Organization Use (USA and International use)

Sublabel B: Consumer Use (USA)

Sublabel A: First Responder/Non-Governmental Organization Use (USA and International use)

Front Label/Outer Container OR Supplemental Labeling

PūR Purifier of Water

Active Ingredient:
Calcium Hypochlorite.....0.542%
Other Ingredients:99.458%
Total:100%
2.168 ppm Available Chlorine

KEEP OUT OF REACH OF CHILDREN

WARNING: See back/side panel/supplemental labeling for all precautions.

Net Contents Statement

X sachets\packs\packets\packages\pouches [Treats Y liters/Z gallons of Water.]

If the shipping container also serves as the outer container then the following information may be included on the front/back panel.

PūR Logo
Purifier of Water
Procter & Gamble Pakistan (Pvt.) Ltd.
B-233/234 , H.I.T.E
Hub, Balochistan Pakistan

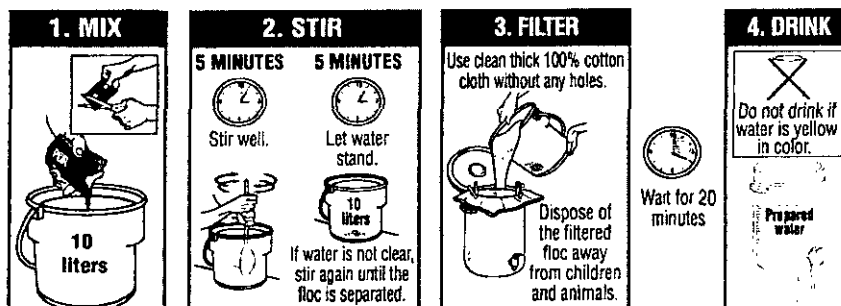
Batch No. XXXXXXXX

PūR Purifier of Water (4g)
Qty Quantity: 240 sachets of 4g (0.14 oz)
Item Code: ZZZZZZZZ
Made in Pakistan

[Note: Bold, italicized text is for reader clarity only. Bracketed [] text denotes optional text. Backslash \ denotes alternate text.]

Back/Side Container OR Supplemental Label

DIRECTIONS/INSTRUCTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling.



1. MIX:

- Open a sachet/package/packet/pouch/pack using a pair of scissors.
- Add the contents of the sachet/package/packet/pouch/pack to a clean mixing vessel/container/bucket containing/with/holding 10 liters [2.5 gallons] of water.

2. STIR:

- Agitate/stir/mix the powder vigorously in the water for 5 minutes. Be sure a vortex/funnel/whirlpool is created when mixing. Then, let the water stand for 5 minutes until it clarifies/becomes clear.
- After adding the powder to the water, the water will become colored./The water will become colored when the powder is added. The color indicates that the product is working. When the process is finished, the water will be crystal clear.

3. FILTER:

- If you see the water is still colored, you can mix/stir/agitate again and let it rest for another few minutes.
- Once the water looks clear, and the floc/sediment/particulates is/are at the bottom of the vessel/container/bucket, filter the water through a clean cloth filter into a clean storage vessel/container/bucket and cover it with a lid.
- The filter must be a clean, thick 100% cotton cloth, without holes, that prevents the floc/sediment/particulates from passing through. Carefully pour the clear water through the cloth into a bucket/vessel/container. The floc/sediment/particulates will be left behind in bottom of the bucket and in the cloth filter.
- Discard the floc/sediment/particulates from the water treatment process in the latrine [toilet] [utility sink], or on the ground away from children and animals. [Rinse and wash the cloth thoroughly before resuing.]

4. BEFORE DRINKING:

- Wait **20 minutes** before drinking the water.

[Note: Bold, italicized text is for reader clarity only. Bracketed [] text denotes optional text. Backslash \ denotes alternate text.]

- Do not drink water if it is colored or cloudy after treatment. If the floc/sediment/particulates accidentally gets into the treated water, use another cloth to filter the floc/sediment/particulates out of the treated water. The water is still good to drink.
- Drink treated water within 24 hours after its preparation. Water that is not consumed should/may be used for cooking, washing, watering animals or otherwise discarded.
- **ALWAYS** dispense the water from the storage container into another container, such as a cup or glass for drinking.

PRECAUTIONARY STATEMENTS: Hazards to humans and domestic animals.

WARNING: [~~For d~~Dry product] Causes substantial but temporary eye injury. Harmful if absorbed through skin or if swallowed. Avoid contact with skin or clothing. Do not get in eyes. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco. Remove and wash contaminated clothing before reuse. Contains iron sulphate (352 mg ferric iron).

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..
- Call poison control center or doctor for treatment advice.

If on skin:

- Take off contaminated clothing.
- Rinse skin immediately with plenty of water for 15 – 20 minutes.
- Call 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 by a poison control center or doctor.
- Do not give anything to an unconscious person.

Have the product container or label with you when consulting a poison control center or doctor, or going for treatment. In North America you may also contact 1-800-xxx-xxxx for emergency medical treatment information.

STORAGE/DISPOSAL: Store away from heat, humidity and sunlight. Dispose of empty container in trash/appropriately. Dispose of floc/sediment/particulates in latrine [toilet] or on the ground away from humans and animals.

EPA Reg. No. 3573-90 EPA Est. No. XXXX-XX-XXX

If the shipping container also serves as the outer container then the following information may be included on the front/top/side panels.

Palet Pattern icons

X cases/layer

X layers/load

1 pallet high

This side up icon

Icon to indicate number of layers

Umbrella icon to indicate keep dry

Exp. Date: MMM YY (MMM=Month, JAN, FEB, MAR, etc YY= Year, 2008=08, 2009=09, etc.)

Container Mfg. name and address

XXXXXXXX (container gcas number) Note, the words in parenthesis are added for clarity, they would not be printed on the container.

[Note: Bold, italicized text is for reader clarity only. Bracketed [] text denotes optional text. Backslash \ denotes alternate text.]

Labeling for Individual Sachets
(Small package: information may be printed on either side of sachet)

PÜR Purifier of Water

Calcium Hypochlorite.....0.542%
2.168 ppm Available Chlorine

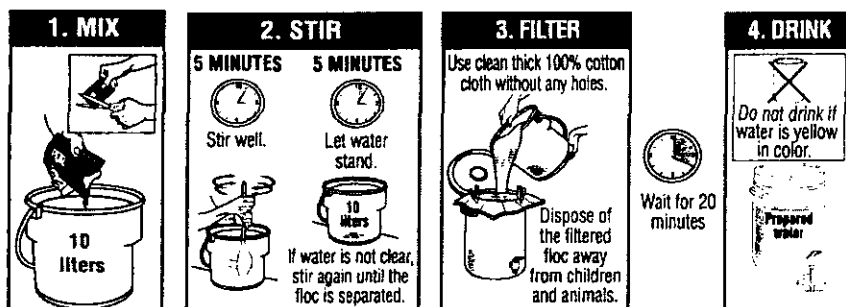
KEEP OUT OF REACH OF CHILDREN

WARNING: [~~Fer-d~~Dry product] Causes substantial but temporary eye injury. Harmful if absorbed through skin or if swallowed. Avoid contact with skin or clothing. Do not get in eyes. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco. Remove and wash contaminated clothing before reuse. Contains iron sulphate (352 mg ferric iron). See outer label/container for all precautions.

EPA Reg. No. 3573-90
EPA Est. No. XXXX-XX-XXX

Net Contents: 4 g (0.14 oz)
X sachets\packs\packets\packages\pouches[Treats Y liters/Z gallons of Water.]

[GRAPHICS FOR SACHET]



Made by/Manufactured by/Distributed by P&G logo
Procter & Gamble Pakistan (Pvt.)Ltd.
B-233/234, H.I.T.E.
Hub, Balochistan, Pakistan
XXXXXXXXXX
PÜR is a trademark of The Procter & Gamble Company

Printed during manufacture: XXXXXXXX MFG. MMMYY EXP. MMMYY (Batch No., Date of Manufacture and Date of Expiration stamped on each sachet during production)

[Note: Bold, italicized text is for reader clarity only. Bracketed [] text denotes optional text. Backslash \ denotes alternate text.]

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Sublabel B: Consumer Use (USA)

Front Label/ Outer Container/Supplemental Label

PÜR Purifier of Water

Active Ingredient:
Calcium Hypochlorite.....0.542%
Other Ingredients:99.458%
Total:100%
2.168 ppm Available Chlorine

KEEP OUT OF REACH OF CHILDREN

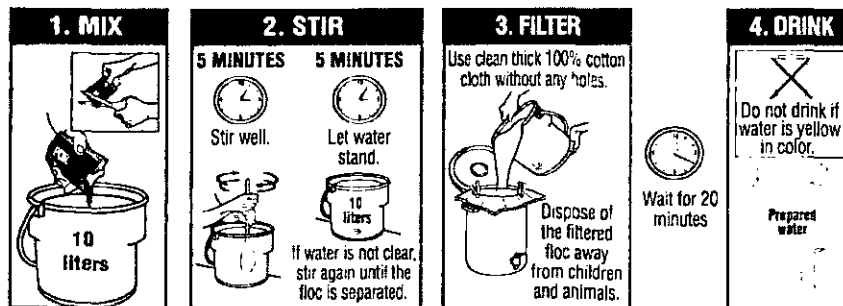
WARNING: See back/side panel/supplemental labeling for all precautions.

Net Contents Statement

X sachets/packs/packets/packages/pouches[Treats Y liters/Z gallons of Water.]

Back/Side/Supplemental Label

DIRECTIONS/INSTRUCTIONS FOR [HOUSEHOLD] USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling.



1. MIX:

- Open a sachet/package/packet/pouch/pack using a pair of scissors.
- Add the contents of the sachet/package/packet/pouch/pack to a clean mixing vessel/container/bucket containing/with/holding 10 liters [2.5 gallons] of water.

2. STIR:

- Agitate/stir/mix the powder vigorously in the water for 5 minutes. Be sure a vortex/funnel/whirlpool is created when mixing. Then, let the water stand for 5 minutes until it clarifies/becomes clear.
- After adding the powder to the water, the water will become colored./The water will become colored when the powder is added. The color indicates that the product is working. When the process is finished, the water will be crystal clear.

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3. **FILTER:**

- If you see the water is still colored, you can mix/stir/agitate again and let it rest for another few minutes.
- Once the water looks clear, and the floc/sediment/particulates is/are at the bottom of the bucket, filter the water through a clean cloth filter into a clean storage container and cover it with a lid.
- The filter must be a clean, thick 100% cotton cloth, without holes, that prevents the floc/sediment/particulates from passing through. Carefully pour the clear water through the cloth into a bucket/vessel/container. The floc/sediment/particulates will be left behind in the bottom of the bucket and in the cloth filter.
- Discard the floc/sediment/particulates from the water treatment process in the latrine [toilet] [utility sink], or on the ground away from children and animals. [Rinse and wash the cloth thoroughly before reusing.]

4. **BEFORE DRINKING:**

- Wait **20 minutes** before drinking the water.
- Do not drink water if it is colored or cloudy after treatment. If the floc/sediment/particulates accidentally gets into the treated water, use another cloth to filter the floc/sediment/particulates out of the treated water. The water is still good to drink.
- Drink treated water within 24 hours after its preparation. Water that is not consumed should/may be used for cooking, washing, watering animals or otherwise discarded.
- **ALWAYS** dispense the water from the storage container into another container, such as a cup or glass for drinking.

PRECAUTIONARY STATEMENTS: Hazards to humans and domestic animals.

WARNING: [~~Fer-d~~Dry product] Causes substantial but temporary eye injury. Harmful if absorbed through skin or if swallowed. Avoid contact with skin or clothing. Do not get in eyes. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco. Remove and wash contaminated clothing before reuse. Contains iron sulphate (352 mg ferric iron). See outer label/container for all precautions.

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.
- Call poison control center or doctor for treatment advice.

If on skin;

- Take off contaminated clothing.
- Rinse skin immediately with plenty of water for 15 – 20 minutes.
- Call 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 by a poison control center or doctor.
- Do not give anything to an unconscious person.

Have the product container or label with you when consulting a poison control center or doctor, or going for treatment. In North America you may also contact 1-800-xxx-xxxx for emergency medical treatment information.

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[Pur Purifier of Water
[EPA Registration Number 3573-90

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STORAGE/DISPOSAL: Store away from heat, humidity and sunlight. Dispose of empty container in trash. Dispose of floc/sediment/particulates in latrine [toilet] or on the ground away from humans and animals.

Questions? Comments? In North America Call 1-800-XXX-XXXX
Visit Us At: www.xxxxx.com
EPA Reg. No. 3573-90 EPA Est. No. XXXX-XX-XXX
Made in Pakistan

YYYYYYYY (a container identification number for P&G tracking)

XXXXXXX (Batch number for tracking)

Expiration [Exp.] Date: MMMYY

[Note: Bold, italicized text is for reader clarity only. Bracketed [] text denotes optional text. Backslash \ denotes alternate text.]

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Labeling for Individual Sachets
(Small package: information may be printed on either side of sachet)

PÜR Purifier of Water

Calcium Hypochlorite.....0.542%
2.168 ppm Available Chlorine

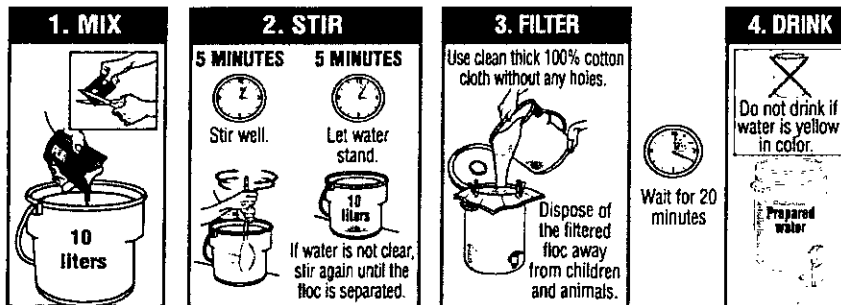
KEEP OUT OF REACH OF CHILDREN

WARNING: [For dry product] Causes substantial but temporary eye injury. Harmful if absorbed through skin or if swallowed. Avoid contact with skin or clothing. Do not get in eyes. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco. Remove and wash contaminated clothing before reuse. Contains iron sulphate (352 mg ferric iron).

EPA Reg. No. 3573-90
EPA Est. No. XXXX-XX-XXX

Net Contents: 4 g (0.14 oz)

[GRAPHICS FOR SACHET]



Made by/Manufactured by/Distributed by P&G logo
Procter & Gamble Pakistan (Pvt.)Ltd.
B-233/234, H.I.T.E.
Hub, Balochistan, Pakistan
XXXXXXXXXX
PÜR is a trademark of The Procter & Gamble Company

XXXXXXXXXX MFG. MMMYY EXP. MMMYY (Batch No., Date of Manufacture and Date of Expiration stamped on each sachet during production)

[Note: Bold, italicized text is for reader clarity only. Bracketed [] text denotes optional text. Backslash \ denotes alternate text.]

OPTIONAL CLAIMS FOR SUBLABELS A and B

DISINFECTION - FLOCCULATION	
<p>This product is for home\household use and removes\is effective in removing\reduces [the level of] <i>list of and/or options:</i></p> <ul style="list-style-type: none"> • bacteria • viruses • cysts <p>from [most] dirty\contaminated\polluted\ muddy \unclean\impure\ water [sources].</p> <p>Removes\effective in removing\reduces [the level of] <i>list of and/or options:</i></p> <ul style="list-style-type: none"> • bacteria • viruses • cysts <p>from [most] dirty\contaminated\polluted\ muddy \unclean\impure\ water [sources].</p> <p>[Provides] [flocculation] [and] disinfection\disinfects [most] dirty\contaminated\polluted\ muddy \unclean\impure\ water [sources].</p> <p>Disinfects Kills viruses, bacteria Removes dirt, cysts, pollutants Removes soil, dirt, bacteria, viruses, cysts and impurities from polluted water. Removes the following as a water purifier: Sediment, Dirt, Soil, Bacteria, Viruses, cysts, pollutants</p>	<p>Purifier\cleaner\cleanser of water</p> <p>Water purifier\cleaner\cleanser</p> <p>Water purification\cleaning\cleansing product\powder</p> <p>For the disinfection of water prior to drinking.</p> <p>Contains chlorine disinfectant</p> <p>Uses chlorine [as a] disinfectant</p> <p>Provides 24 hour protection of drinking water.</p> <p>Water can be drunk is drinkable for 24 hours after treatment.</p> <p>Removes Sediment</p> <p>A new water treatment product that uses the same ingredients used in municipal water systems.</p> <p>Engineered to be a mini water treatment plant in a packet.</p> <p>Same ingredients used in municipal water systems.</p> <p>Engineered to be a mini water treatment plant in a kit.</p> <p>Contains a combination of flocculating and coagulating agents which promote rapid formation of a sediment in the treated water</p> <p>Pollutants in the form of gross organic matter and microscopic particles adhere to the sediment by the action of the flocculating and coagulating agents</p>

[Note: Bold, italicized text is for reader clarity only. Bracketed [] text denotes optional text. Backslash \ denotes alternate text.]

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GENERAL CLAIMS

<p>Clarifier of Water Water Clarifier Water Clarifying Product\Powder Water Treatment Product\Powder</p> <p>[Developed\Formulated\Designed] For home\household use\see list of potential use areas.</p> <p>[Developed\Formulated\Designed/Acceptable] for military installation/field use. Treat your water with PÜR Water treatment product\powder For emergency use\usage [with] dirty\contaminated\polluted\ muddy \unclean\impure\ water [sources].</p> <p><i>Purified water for drinking and sanitation purposes is an important element of being prepared.</i></p> <p>The US Department of Homeland Security recommends your emergency preparation kit includes one gallon of water per person per day for at least three days, for drinking and sanitation.</p> <p>Reliance has been the hydration and sanitation expert for over forty years.</p> <p>This kit has been specifically designed to aid in the mixing and preparation of water using PÜR Purifier of Water, <i>ensuring you have clean and fresh tasting water when you need it.</i></p> <p>After clarification of the water by separating sediment from the treated water, the chlorine released by the active ingredient is then free to kill list of and/or options:</p> <ul style="list-style-type: none"> • bacteria • viruses <p>Emergency water purification powder\product. For emergency treatment of polluted water For treatment of polluted water Each sachet\pack\packet\package\pouch treats 10 liters [2.5 gallons] of Water For use with the Reliance clean drinking water kit. This kit is specifically designed to be used with and includes PÜR Purifier of Water product. Includes: Mixing container, storage container, stirring wand, cotton filter cloth, packet opener, 3 PÜR Purifier of Water packets</p> <p>Less cost per gallon treated than other commercial/chemical/purification treatments Maintains pure fresh taste.</p>	<p>Six packets of 4g (0.14 oz)</p> <p>This package treats 15 gallons/60 liters of water. For a total of 15 gallons/60 liters of water. [Intended for packages containing 6 sachets]</p> <p>Three packets of 4g (0.14 oz) Each packet treats 2.5 gallons/10 liters of water For a total of 7.5 gallons/30 liters of purified water</p> <p>[Product is] [shelf] stable for 3 years</p> <p>Effective with lake\river\pond\spring\rain\well\wide variety\dam\pond\earth pan waters</p> <p>For lake\river\pond\spring\rain\well\wide variety\dam\pond\earth pan waters</p> <p>Water is good/acceptable for drinking use after 30 minutes</p> <p>Water is ready to drink after 30 minutes</p> <p>[PÜR]Clean/refreshing water</p> <p>[Provides] Healthy\hygienic water</p> <p>Simple\easy to use</p> <p>No equipment needed</p> <p>Requires filtration</p> <p>The cloth can be reused after rinsing with clarified, treated water</p> <p>Maintains pure fresh taste Reliance For more information visit www.purpurifierofwater.com Questions? Comments? In North America, Call: 1-800-XXX-XXXX Visit: www.purpurifierofwater.com Waterworks. People Matter.</p>
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[Note: Bold, italicized text is for reader clarity only. Bracketed [] text denotes optional text. Backslash \ denotes alternate text.]

OCCASIONS TO USE

Provides clean drinking water for your family's outdoor and emergency needs.

Ensure clean and fresh tasting drinking water for your family's outdoor and emergency needs.

Everyone should be prepared whether exploring the outdoors, camping, or making emergency preparedness plans for the safety of you and your family.

Perfect for many outdoor and emergency needs.

Perfect for us in: camping, hiking, backpacking, international travel, fishing, hunting, emergency situations, natural disasters.

CHILDREN'S SAFE DRINKING WATER PROGRAM

Buy PUR, help save lives.

Water is life.

Every day, over 4,000 children in the developing world die from illness associated with unsafe drinking water, which is why PUR and Reliance are working together to expand the Children's Safe Drinking Water program.

There is hope!

To date, global relief groups including Population Services International\PSI, CARE, and AmeriCares have provided more than 500 million liters of clean drinking water using the PUR Purifier of Water packets.

Partner with us.

Children's Safe Drinking Water. P&G Live, Learn and Thrive™ Initiative.

Buy PUR today to help continue our efforts to provide clean drinking water to children in countries like Kenya*

*For every PUR purchase, PUR will contribute a percentage of your purchase to Population Services International\PSI, up to \$XXX,XXX. For additional program details visit www.purpurifierofwater.com.

Used as a part of global relief efforts by CARE, Population Services International\PSI and AmeriCares.