



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF  
PREVENTION, PESTICIDES  
AND TOXIC SUBSTANCES

March 14, 2007

Janice L. Dhonau  
Procter and Gamble Company  
5299 Spring Grove Ave.  
Cincinnati, OH. 45217

MAR 14 2007

Subject: Pūr Purifier of Water  
EPA Registration Number 3573-90  
Application Date: January 24, 2007, revised Feb. 8, 2007

Dear Ms. Dhonau:

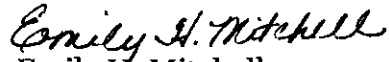
The Agency has reviewed your submission in accordance with continuing registration under the Federal Insecticide Fungicide and Rodenticide Act (FIFRA), as amended, and determined the action to be conditionally accepted. In summary, the following changes must be made:

- Line up decimal places on page 1.
- Change all instances of "Backslash\ denotes alternate text" to "Backslash\ and forward slash/ denotes alternate text."
- The Mix graphic on pages 2, 4, 5 and 8 which show the sachet being cut from the bottom should be replaced by a graphic showing the sachet being cut from the top.
- Correct spelling of reusing on page 2.
- On page 3, delete extra period in First Aid statement.
- Correct spelling of contaminated on page 3.
- Provide and list a suitable emergency phone number on page 3 and 7.
- Obtain and list an Establishment number in all instances.
- Remove extra decimal point on page 5.
- Change "gets" to "get" on page 6.
- Correct spelling of contaminated on page 6.
- On page 9, correct the spelling of flocculation.
- On page 9, change "...uses the..." to "...uses some of the..." as indicated.
- On page 11, change the word "us" to "use".
- On page 11, remove the box regarding the Drinking Water Program.

A copy of your stamped label is enclosed. Please submit a revised finished label for our files.

Should you have any questions or comments concerning this letter, please contact Tom Luminello at (703) 308-8075.

Sincerely,



Emily H. Mitchell

Product Manager 32

Regulatory Management Branch II

Antimicrobials Division (7510 P)

3 7 13

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

3/15/07  
Page: 1]

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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% *Line up decimal places*

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.

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Net Contents Statement

X sachets/packs/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. XXXXXXX

PūR Purifier of Water

Quantity: 240 sachets of 4g (0.14 oz).

Item Code: ZZZZZZZZ

Made in Pakistan

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

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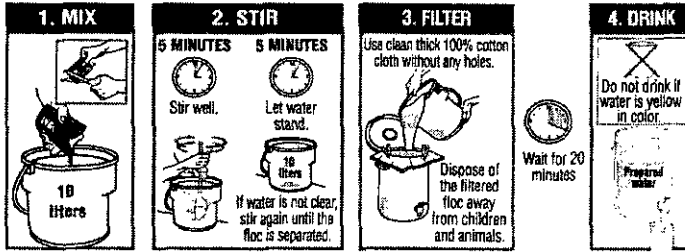
**ACCEPTED  
with COMMENTS  
EPA Letter Dated:  
MAR 14 2007**

Under the Federal Insecticide, Fungicide, and Rodenticide Act as amended for the pesticide, registered under EPA Reg. No. 3573-90

4 8 13

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 ~~reusing~~.] *reusing*

**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 \ and forward / denotes alternate text.]

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Under the Federal Insecticide,  
Fungicide, and Rodenticide Act as  
amended for the pesticide,  
registered under EPA Reg. No. 3573-90

- 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:** [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).

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

**If on skin:**

- Take off *contaminated* ~~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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*provide suitable number*

**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 *obtain and add establishment numbers*

*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 \ and forward / denotes alternate text.]

ACCEPTED  
W/ COMMENTS  
Feb 10 2007

MAR 14 2007

Checked and approved  
for release  
and for  
release  
3573-90

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

PUR Purifier of Water

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

**KEEP OUT OF REACH OF CHILDREN**

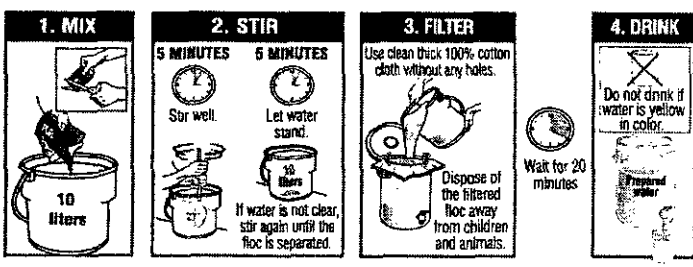
**WARNING:** [Dry product] Causes substantial but temporary eye injury. Harmful if absorbed through skin or if swallowed. Avoid contact with skin or clothing. Do not get in eyes. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco. Remove and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

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EPA Reg. No. 3573-90  
EPA Est. No. XXXX-XX-XXX *obtain and add establishment numbers*

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  
PUR 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 \ and Forward / denotes alternate text.]

ACCEPTED  
with COMMENTS  
EPA Letter Dated:  
MAR 14 2007  
Under the Federal Insecticide,  
Fungicide, and Rodenticide Act as  
amended, for the pesticide,  
registered under EPA Reg. No. 3573-90

**Sublabel B: Consumer Use (USA)**

**Front Label/ Outer Container/Supplemental Label**

PuR Purifier of Water

Active Ingredient:

Calcium Hypochlorite.....0.542% *line up decimal places*

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.

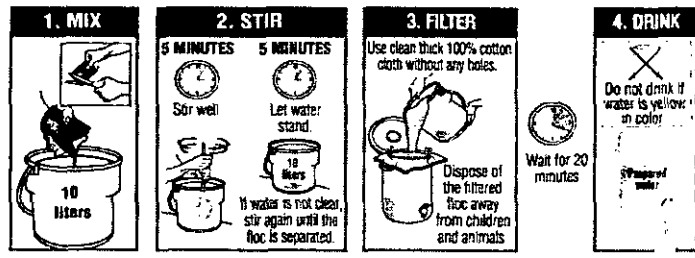
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Net Contents Statement

X sachets/packs/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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*and forward ✓*

ACCEPTED  
RECOMMENDATIONS  
DATE: Letter Dated:

MAR 14 2007

Under the Federal Insecticide, Fungicide and Rodenticide Act, this product is registered under EPA Reg.

3573-90

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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 *get* ~~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:** [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.

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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. *Contaminated*
- 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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MAR 14 2007



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

3/15/07  
Page: 7]

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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

*provide suitable number*

*obtain and add establishment numbers*

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

XXXXXXX (Batch number for tracking)

Expiration [Exp.] Date: MMYYY

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MAR 14 2007

3573-90

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

PUR Purifier of Water

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

**KEEP OUT OF REACH OF CHILDREN**

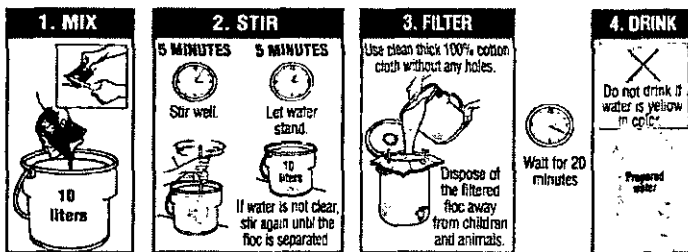
**WARNING:** [For dry product] Causes substantial but temporary eye injury. Harmful if absorbed through skin or if swallowed. Avoid contact with skin or clothing. Do not get in eyes. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco. Remove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

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

*obtain and add establishment numbers*

Net Contents: 4 g (0.14 oz)

**[GRAPHICS FOR SACHET]**



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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  
PUR is a trademark of The Procter & Gamble Company

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

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MAR 14 2007

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OPTIONAL CLAIMS FOR SUBLABELS A and B

DISINFECTION - FLOCCULATION <i>Flocculation</i>	
<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"> <li>• bacteria</li> <li>• viruses</li> <li>• cysts</li> </ul> <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"> <li>• bacteria</li> <li>• viruses</li> <li>• cysts</li> </ul> <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 <del>Kills viruses, bacteria</del> 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 is drinkable for 24 hours after treatment.</p> <p>Removes Sediment</p> <p>A new water treatment product that uses <del>the</del> <i>some of the</i> same ingredients used in municipal water systems.</p> <p><del>Engineered to be a mini water treatment plant in a packet.</del></p> <p><del>Same ingredients used in municipal water systems.</del></p> <p><del>Engineered to be a mini water treatment plant in a kit.</del></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>

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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>Purified water for drinking and sanitation purposes is an important element of being prepared.</p> <p>Your emergency preparation kit includes one gallon of water per person per day for at least three days, for drinking and sanitation.</p> <p><del>Reliance has been the hydration and sanitation expert for over forty years.</del></p> <p>This kit has been specifically designed to aid in the mixing and preparation of water using PÜR Purifier of Water, ensuring you have clean and fresh tasting water when you need it.</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"> <li>• bacteria</li> <li>• viruses</li> </ul> <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>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 <a href="http://www.purpurifierofwater.com">www.purpurifierofwater.com</a> Questions? Comments? In North America, Call: 1-800-XXX-XXXX Visit: <a href="http://www.purpurifierofwater.com">www.purpurifierofwater.com</a> Waterworks. People Matter.</p>
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ACCEPTED  
with COMMENTS  
EPA Letter Dated:

MAR 14 2007  
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Fungicide, and Rodenticide Act as  
amended, for the pesticide,  
registered under EPA Reg. No.

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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 ~~use~~ camping, hiking, backpacking, international travel, fishing, hunting, emergency situations, natural disasters.

use

~~CHILDREN'S SAFE DRINKING WATER PROGRAM~~

P&G proudly supports PSI, by donating \$XXX for every PUR purchase, up to a maximum donation of \$XXX. For more information on how PSI and P&G help promote global relief efforts visit [www.purpurifierofwater.com](http://www.purpurifierofwater.com). The PSI name is used with its permission, which in no way constitutes an endorsement, express or implied, of any product or company.

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Deleted: 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, 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](http://www.purpurifierofwater.com)

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

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ACCEPTED  
with COMMENTS  
EPA Letter Dated:

MAR 14 2007  
Under the Federal Insecticide,  
Fungicide and Rodenticide Act as  
amended for enforcement,  
registered under FFA Reg. No.  
3573-90