

3573-90

06/22/2007

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
Washington, D.C. 20460

June 22, 2007

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

Mary Joy Stuart
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: June 8, 2007
Receipt Date: June 11, 2007

Dear Ms. Stuart:

The following amendment, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, is acceptable with the conditions listed below:

- Label revision

Conditions

You must delete the phrase "[Developed/Formulated/Designed] for home/household use/see list of potential use areas" from the label. This product is not registered for home/household use.

General Comments

A stamped copy of the labeling accepted with conditions is enclosed. Submit one (1) copy of your final printed label before distributing or selling the product bearing the revised labeling.

Should you have any questions of comments concerning this letter, please contact Wanda Henson at 703-308-6345.

Sincerely,

Emily H. Mitchell
Acting Product Manager (32)
Regulatory Management Branch II
Antimicrobials Division (7510P)

CONCURRENCES

SYMBOL	7510P	7510P						
JRNAME	E.B.19	EMitchell						
DATE	6/22/07	6/24/07						

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PÜR™ Purifier of Water
[EPA Registration Number 3573-90

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**PÜR™ 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

PÜR™ Purifier of Water

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

ACCEPTED
with COMMENTS
EPA Letter Dated:
JUN 22 2007

KEEP OUT OF REACH OF CHILDREN
WARNING: See back/side panel/supplemental labeling for all precautions

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

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

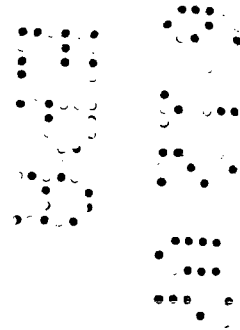
If the shipping container also serves as the outer container then the following information may be included on the front/back panel.

PÜR™ Logo
Purifier of Water
Made by/Manufactured by/Distributed by P&G logo
Procter & Gamble Pakistan (Pvt.) Ltd.
B-233/234, H.I.T.E
Hub, Balochistan, Pakistan

Batch No. XXXXXXXX

PÜR™ Purifier of Water
Quantity: 240 sachets/packs/packages/pouches/packages of 4g (0.14 oz)

Item Code: 7777777
Made in Pakistan
PÜR is a trademark of The Procter & Gamble Company

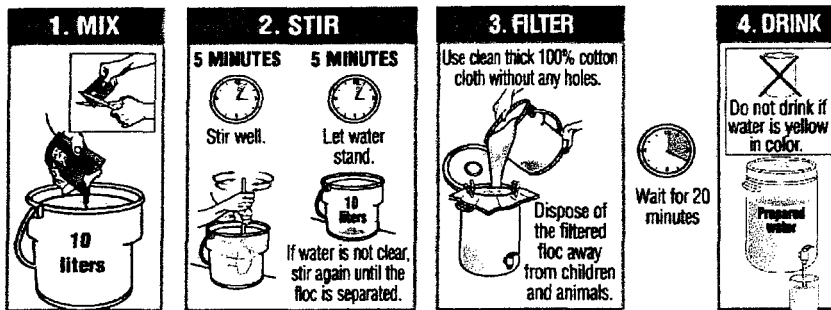


[Note: Bold, italicized text is for reader clarity only. Bracketed [] text denotes optional text. Backslash \ and forward / denotes alternate text.]

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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/stirring. 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 the bottom of the bucket/container 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.

[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:

JUN 22 2007

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

3573-90

[PÜR™ Purifier of Water
[EPA Registration Number 3573-90

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- Do not drink water if it is colored or cloudy after treatment. If the floc/sediment/particulates accidentally get[s] 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).

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 1-866-461-4403 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. 3573-PAK-001 [37726-CAN-001]
[PÜR™ Purifier of Water is Made in Pakistan]
[PÜR is a trademark of The Procter & Gamble Company]

ACCEPTED
with COMMENTS
EPA Letter Dated

JUN 22 2007
Under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, for the year 2007, registered under EPA Reg. No. 3573-90

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

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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.

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with COMMENTS
EPA Letter Dated:

JUN 22 2007
Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. 3573-90

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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

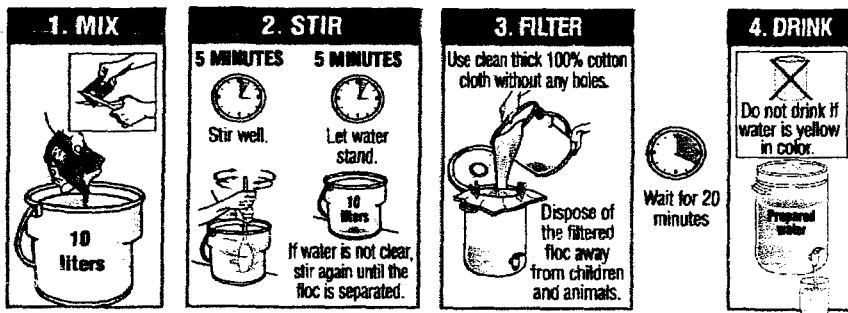
KEEP OUT OF REACH OF CHILDREN

WARNING: [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. 3573-PAK-001 [37726-CAN-001]

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

[GRAPHICS FOR SACHET]



ACCEPTED
with COMMENTS
EPA Letter Dated:

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

JUN 22 2007
Under the Federal Insecticide,
Fungicide, and Rodenticide Act,
amended for the pesticides
registered under EPA Reg. No. 3573-90

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.]

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Sublabel B: Consumer Use (USA)

Front Label/ Outer Container/Supplemental Label

PUR™ 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

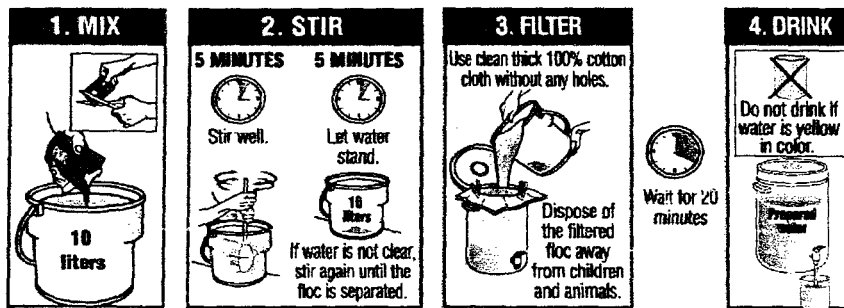
WARNING: See back/side panel/inside panel/supplemental labeling for all precautions.

Net Contents Statement

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

Back/Side/Inside Panel/Top/Bottom/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/ack using a pair of scissors.
- Add the contents of the sachet/package/packet/pouch/ack 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/stirring. Then, let the water stand for 5 minutes until it clarifies/becomes clear.

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- 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/agate 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/container, 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/container 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[s] 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.]

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.

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JUN 22 2007
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3573-90

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[PÜR™ Purifier of Water
[EPA Registration Number 3573-90

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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 1-866-461-4403 for emergency medical treatment information.

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 1-866-461-4403
Visit Us At: www.PurPurifierOfWater.com
EPA Reg. No. 3573-90 EPA Est. No. 3573-PAK-001 [37726-CAN-001]
[Made in Pakistan]

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

[XXXXXXX (Batch number for tracking)]
Manufacture/Mfg. [Date] MMMYY
Expiration/Exp. [Date] MMMYY

[PÜR™ Logo]
PÜR is a trademark of The Procter & Gamble Company
[PÜR™ Purifier of Water is made/manufactured in Pakistan]
[Bar Code]

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EPA Letter Dated:

JUN 22 2007

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amended, for the pesticide,
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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

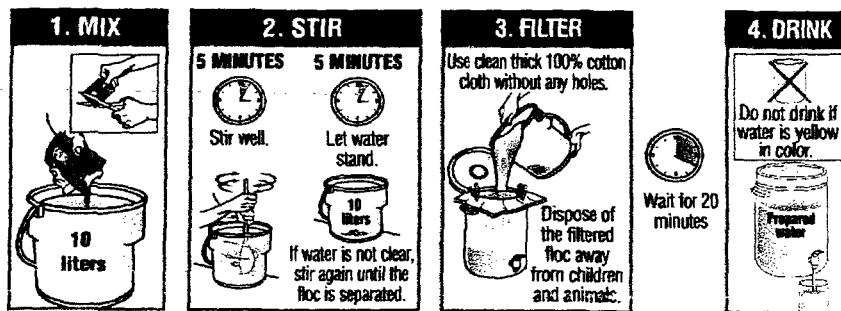
KEEP OUT OF REACH OF CHILDREN

WARNING: [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. 3573-PAK-001 [37726-CAN-001]

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

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with COMMENTS
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Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended for the pesticide,
registered under EPA Reg. No.

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

3573-90

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OPTIONAL CLAIMS FOR SUBLABELS A and B

delete

DISINFECTION - FLOCCULATION

~~This product is for home household use and removes\is effective in removing\reduces [the level of] **list of and/or options:**~~

- bacteria
- viruses
- cysts

from [most] dirty\contaminated\polluted\ muddy \unclean\impure\ water [sources].

Removes\effective in removing\reduces [the level of] **list of and/or options:**

- bacteria
- viruses
- cysts

from [most] dirty\contaminated\polluted\ muddy \unclean\impure\ water [sources].

[Provides] [flocculation] [and] disinfection\disinfects [most] dirty\contaminated\polluted\ muddy \unclean\impure\ water [sources].

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

Purifier\cleaner\cleanser of water

Water purifier\cleaner\cleanser

Water purification\cleaning\cleansing product\powder

For the disinfection of water prior to drinking.

Contains chlorine disinfectant

Uses chlorine [as a] disinfectant

Provides 24 hour protection of drinking water.

Water is drinkable for 24 hours after treatment.
 Removes Sediment
 A new water treatment product that uses some of the same ingredients used in municipal water systems.
 Engineered to be a mini water treatment plant in a packet.
 Some of the same ingredients used in municipal water systems.
 Engineered to be a mini water treatment plant in a kit.

Contains a combination of flocculating and coagulating agents which promote rapid formation of a sediment in the treated water

Pollutants in the form of gross organic matter and microscopic particles adhere to the sediment by the action of the flocculating and coagulating agents.

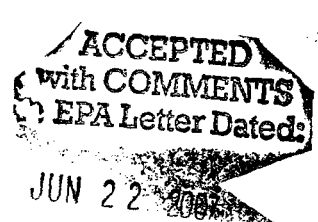
**ACCEPTED
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 EPA Letter Dated:**

Under the Federal Insecticide,
 Fungicide, and Rodenticide Act as
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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 <i>delete</i> home\household use\see list of potential use areas.</p> <p>[Developed\Formulated\Designed\Acceptable] for military installation/field use. Treat your water with PUR Purifier of Water 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 [should] include[s] 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 PUR 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"> • 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 1/2/3/4/etc. [one/two/three/four/etc.] [sample] packet[s]/sachet[s]/pack[s]/pouch[s]/package[s] of PUR Purifier of Water product. Includes 1/2/3/4/etc. [one/two/three/four/etc.] [sample] packet[s]/sachet[s]/pack[s]/pouch[s]/package[s] [of PUR Purifier of Water].</p>	<p>One/Two/Three/Four etc. [1/2/3/4/etc.] [sample] packet[s]/sachet[s]/pack[s]/pouch[s]/package[s] of 4g (0.14 oz)</p> <p>This package treats n gallons/ m liters of water. For a total of 15 gallons/60 liters of water. $n = \# \text{ sachets} \times 2.5 \text{ gallons} / m = \# \text{ sachets} \times 10 \text{ liters}$ 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>[PUR] Clean/refreshing water</p> <p>[Provides] Healthy\hygienic water</p> <p>Simple\easy to use No equipment needed Requires filtration 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: 1-866-461-4403 Visit us at: www.purpurifierofwater.com Waterworks. People Matter. The following words are used with photographs depicting dirty water, water with settled floc and clear water Dirty Water After Stirring PUR Purified Water</p> <div style="text-align: center;">  </div> <p>Under the Federal Insecticide, Fungicide, and Rodenticide Act as amended for the pesticide</p>
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<p>Includes: Mixing container, storage container, stirring wand, cotton filter cloth, packet opener, 3 PÜR™ Purifier of Water packet[s]/sachet[s]/pack[s]/pouch[s]/package[s]</p> <p>Maintains pure fresh taste. Clean Drinking Water Kit Includes cotton filter cloth</p>	<p>For use with the PÜR™ Clean Drinking Water Kit Packaging manufactured and printed in Canada using 50% recycled material.</p> <p>Cotton filter cloth made in China Packet opener made in China Stirring wand made in Canada Containers made in Canada</p> <p>ACCEPTED WITH COMMENTS EPA Letter Dated</p> <p>JUN 22 2007 United States Environmental Protection Agency Washington, DC 20460 EPA Letter Dated EPA Registration No. 3573-90</p>
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OCCASIONS TO USE
<p>Provides clean drinking water for your family's outdoor and emergency needs.</p> <p>Ensure[s] clean and fresh tasting drinking water for your family's outdoor and emergency needs.</p> <p>Everyone should be prepared whether exploring the outdoors, camping, or making emergency preparedness plans.</p> <p>Perfect for many outdoor and emergency needs.</p> <p>Perfect for use in: camping, hiking, backpacking, international travel, fishing, hunting, emergency situations, natural disasters</p>

CAUSE MARKETING LANGUAGE
<p>P&G proudly supports PSI by donating \$0.10 for every PÜR™ purchase, up to a maximum donation of \$100,000. For more information on how PSI and P&G help promote global relief efforts visit 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.</p>

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