

3573-90

07/10/2008

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

July 10, 2008

Ann E. McGhee
Procter and Gamble Company
5299 Spring Grove Ave.
Cincinnati, OH. 45217

Subject: Pūr Purifier of Water
EPA Registration Number 3573-90
Application Date: February 25, 2008

Dear Ms. McGhee:

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 acceptable with the following conditions. In summary, we have reviewed the product performance required as a condition of initial registration. The following pathogens were not supported by the data and the phrase "reduction/removal" claims must be removed from your label: *Vibrio cholerae*, *Escherichia coli*, *Salmonella enterica*. In addition, claims of arsenic removal are not allowed on your label.

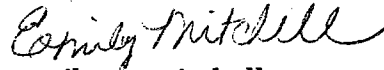
In summary, the following changes must be made to your Master label:

1. Change "Consumer Use" to read "Consumer Emergency Use" on page 1 and page 6. This product is not registered for any use other than emergency drinking water and must be clear and all non-emergency references are being removed.
2. On pages 10, 11 and 12, the word "some" must precede bacteria as marked.
3. On pages 10, 11 and 12, all references to arsenic must be deleted.
4. On page 10 delete common waterborne fecal bacteria. Your product performance data failed *E. coli*.
5. On page 10 delete the two references to "mini water treatment". This is not acceptable marketing language as it implies heightened efficacy.
6. On page 12 delete the references to Reliance as this is a recreational product.
7. Product stability must be supported by efficacy data. Delete the 3 year claim on page 12.
8. On page 11, delete all references to outdoor, camping or recreational uses as marked.
9. The page 11, remove the box regarding the Children's Safe Drinking Water Program. The Agency no longer allows cause marketing language.

A copy of your stamped label is enclosed. Please submit a revised finished label for our files. A copy of our product performance data review, D350356, is enclosed. The data submitted in support of arsenic reduction, MRID 473637-09, was not reviewed as it was determined that arsenic is a contaminant and not a pest and can't be on a FIFRA label.

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)

Enclosures (2)

**PÜR™ Purifier of Water
Master Label**

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

Emergency
↓

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

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.

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/packets/packs/pouches/packages of 4g (0.14 oz)

Item Code: ZZZZZZZZ

Made in Pakistan

PÜR is a trademark of The Procter & Gamble Company

**ACCEPTED
with COMMENTS
in EPA Letter Dated:**

JUL 10 2008

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

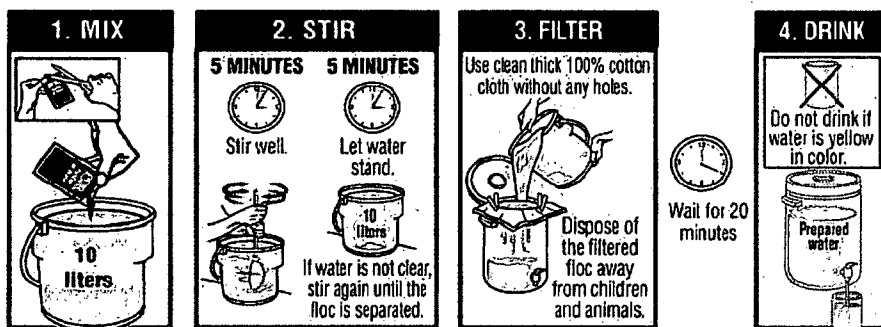
3573-90

[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.]

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Under the Federal Insecticide
Fungicide, and Rodenticide
Act, amended, for the pesticide,
Registered under EPA Reg. T

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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
in EPA Letter Dated:

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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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**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

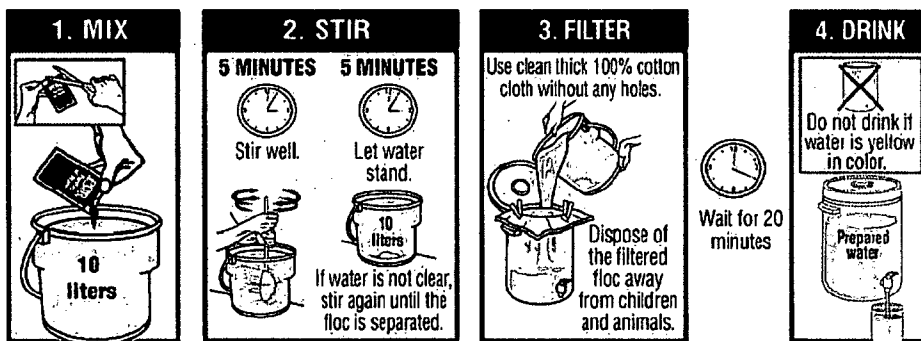
[WARNING: See back for precautions]

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
m 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
PUR is a trademark of The Procter & Gamble Company

JUL 10 2008

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
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)

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and forward / denotes alternate text.]

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

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

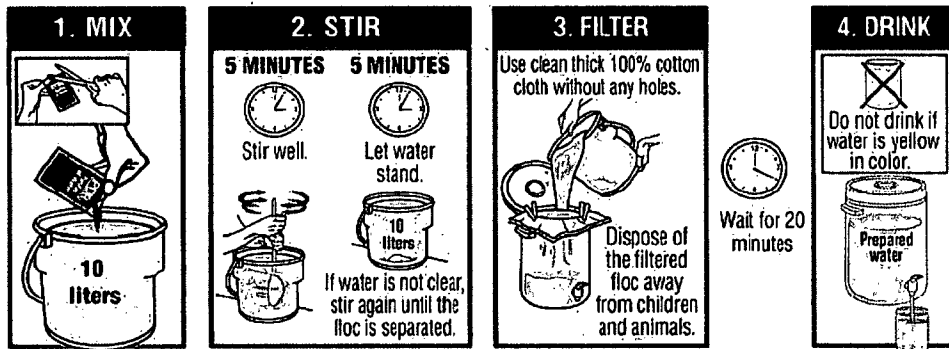
WARNING: See back/side panel/inside panel/supplemental labeling for all precautions.

Net Contents Statement

X sachets/packages/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/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.

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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 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 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.

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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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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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**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

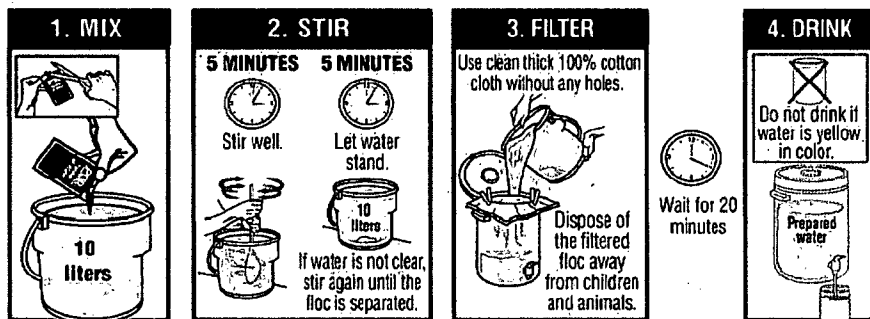
KEEP OUT OF REACH OF CHILDREN

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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Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
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Printed during manufacture: XXXXXXXXX MFG. MMYYY EXP. MMYYY (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

DISINFECTION - FLOCCULATION	
<p>[Chemical] [Disinfectant/powder/compound/agent/mix/powdered][product][chemically] [a combination of flocculation and disinfection] kills/eliminates/destroys/removes/is effective in removing/reduces [the level of] list of and/or options:</p> <ul style="list-style-type: none"> • <input checked="" type="checkbox"/> bacteria • viruses • cysts • pollutants • dirt • soil • sediment <p>[from] [most] [dirty/contaminated/polluted/muddy /unclean/impure] [water] [sources] [such as creeks, rivers, lakes and ponds]</p> <p>[Chemical] [Disinfectant/powder/compound/agent/mix/powdered][product][chemically] [a combination of flocculation and disinfection] [kills/eliminates/destroys/removes/is effective in removing/reduces [greater than/more than][99.9999/99.999/99.99/99.9/99% of] list of and/or options:</p> <ul style="list-style-type: none"> • common waterborne fecal bacteria • Raoultella terrigena/Raoultella <p>[from] [most] [dirty/contaminated/polluted/muddy /unclean/impure] [water] [sources]</p> <p>[Chemical] [Disinfectant/powder/compound/agent/mix/powdered][product][chemically] [a combination of flocculation and disinfection] kills/eliminates/destroys/removes/is effective in removing/reduces [greater than/more than][99.99/99.9/99% of] list of and/or options:</p> <ul style="list-style-type: none"> • common waterborne viruses • Poliovirus Type 1/Poliovirus • Rotavirus <p>[from] [most] [dirty/contaminated/polluted/muddy /unclean/impure] [water] [sources]</p> <p>[Chemically] [Chemical] [Disinfectant/powder/compound/agent/mix/powdered][product][chemically] [a combination of flocculation and disinfection]</p>	<p>Robust in removal of turbidity, cysts [(>3 logs)], viruses [(>4 logs)], bacteria [(>6 logs)], [from] [most] [dirty/contaminated/polluted/muddy/unclean/impure] [water] [sources]</p> <p>Purifier/cleaner/cleanser/disinfectant of water</p> <p>[Powdered] Water purifier/cleaner/cleanser/disinfectant [product]</p> <p>[Powdered] Water purification/cleaning/cleansing product/powder</p> <p>For the disinfection/cleaning/purification/cleansing of [dirty/contaminated/polluted/muddy/unclean/impure] water [sources] prior to drinking.</p> <p>Contains [chlorine] [calcium hypochlorite] disinfectant</p> <p>Uses [chlorine] [calcium hypochlorite] [as a] disinfectant</p> <p>Provides 24 hour protection of drinking water.</p> <p>Water is drinkable for 24 hours after treatment. [Chemically] [Chemical] Removes Sediment A [new] [disinfectant/powdered] 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/cachet/pack/pouch/package. [uses] Some of the same ingredients used in municipal water systems. 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> <p>[Chemically] [Chemical] [Disinfectant/powder/compound/agent/mix] [product] [chemically] eliminates/removes/reduces/is effective in removing list of and/or options:</p> <ul style="list-style-type: none"> • <input checked="" type="checkbox"/> bacteria • viruses

delete

delete

delete

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

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kills/eliminates/destroys/removes/is effective in removing/reduces [greater than/more than][99.9/99% of] **list of and/or options:**

- common cysts
- common waterborne cysts
- microbial cysts
- Cryptosporidium parvum/Cryptosporidium
- Giardia muris/Giardia

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

[A combination of flocculation and disinfection] Removes/[is]effective in removing/reduces [the level of] **list of and/or options:**

- bacteria
- viruses
- cysts

some

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

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

[Chemically] [Chemical] Disinfects
[Chemically] [Chemical] Kills viruses, bacteria
[Chemically] [Chemical] Removes dirt, cysts, pollutants

[Chemically] [Chemical] Removes soil, dirt, bacteria, viruses, cysts and impurities from polluted water.

[Chemically] [Chemical] Removes the following as a [chemical/disinfecting/powdered] water purifier: Sediment, Dirt, Soil, Bacteria, Viruses, cysts, pollutants

- cysts
- soil
- dirt

[from]
[dirty/contaminated/polluted/muddy/unclean/impure] [water] [sources]

[Chemically] [Chemical]
[Disinfectant/powder/compound/agent/mix/powdered][product] [provides] a combination of physical and chemical removal/reduction/elimination of **list of and/or options:**

- bacteria
- viruses
- cysts
- dirt
- soil
- sediment
- pollutants

some

[from] [most] [dirty/contaminated/polluted/ muddy /unclean/impure] [water] [sources] [such as creeks, rivers, lakes and ponds].

[This product] [PUR™ Purifier of Water] produces clean drinking water by destroying or removing **list of and/or options:**

- bacteria
- viruses
- cysts
- dirt
- soil
- sediment
- pollutants

some

[from] [most] [dirty/contaminated/polluted/ muddy /unclean/impure] [water] [sources] [such as creeks, rivers, lakes and ponds].

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in EPA Letter Dated:
JUL 10 2008

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

3573-90

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

14/15

GENERAL CLAIMS

[Chemical] Clarifier of Water
[Chemical] Water Clarifier
[Chemical] Water Clarifying Product/Powder
[Chemical] Water Treatment Product/Powder

[Developed/Formulated/Designed/] for military installation/field use.

[Chemically] Treat your water with PÜR™ Purifier of Water

Water treatment product/powder
For emergency use/usage [with] dirty/contaminated/polluted/ muddy /unclean/impure/ water [sources].

Purified water for drinking and sanitation purposes is an important element of being prepared [at home or outdoors].

Your emergency preparation kit [should] include[s] one gallon [4 liters] of water per person per day for at least three days, for drinking and sanitation.

~~Reliance has [been/been specializing] in [the] hydration and sanitation [expert/leader] for over forty years~~

This kit has been specifically designed/developed 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.]

After clarification of the water by separating [the] sediment/precipitate/floc from the treated water, the chlorine [compound/molecule/component] [calcium hypochlorite] [released by the active ingredient] is then free to kill/reduce **list of and/or options:**

- bacteria
- viruses

SOME

Emergency water purification powder/product/compound/agent.
For emergency treatment of polluted/dirty/contaminated/muddy water [sources]

For treatment of polluted/dirty/contaminated/muddy water [sources] [such as creeks, rivers, lakes and ponds].

Each sachet/pack/package/pouch treats 10 liters [2.5 gallons] of Water

~~For use with the Reliance clean drinking water kit.~~

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)

This package treats n gallons/ m liters of water.
For a total of 15 gallons/60 liters of water.
n = # sachets x 2.5 gallons /m = # sachets x 10 liters
Three packets/pouches/sachets/packages of 4g (0.14 oz)

Each packet/pouch/sachet/package treats 2.5 gallons/10 liters of water
For a total of 7.5 gallons/30 liters of purified water

~~[Product is] [shelf] stable for 3 years~~

~~delete~~

Effective with lake/river/pond/spring/rain/well/wide variety/dam/pond/earth pan waters

For lake/river/pond/spring/rain/well/wide variety/dam/pond/earth pan waters

Water is good/acceptable for drinking use after 30 minutes

Water is ready to drink after 30 minutes

[PÜR™]Clean/refreshing water

[Provides] Healthy/hygienic water

Simple/easy to use
No special/mechanical/cumbersome/expensive equipment needed

Requires filtration
The cloth can be reused after rinsing with clarified, treated water

Maintains pure fresh taste

~~Reliance~~

~~delete~~

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
PÜR™ Purified Water

ACCEPTED
with COMMENTS
in EPA Letter Dated:

For use with the PUR™ Clean Drinking Water Kit.

JUL 10 2008

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

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

15/15

This kit is specifically designed to be used with and includes a/1/2/3/4/etc. [one/two/three/four/etc.] [sample] packet[s]/sachet[s]/pack[s]/pouch[es]/package[s] of PUR™ Purifier of Water product. Includes a/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]. Includes: Mixing container, storage container, stirring wand, cotton filter cloth, packet opener, a/1/2/3/4/etc. [one/two/three/four/etc.] PUR™ Purifier of Water packet[s]/sachet[s]/pack[s]/pouch[es]/package[s]

Maintains pure fresh taste [that tastes like tap water].
[Treated] water tastes [almost] like/similar to tap water.
Clean Drinking Water Kit
Includes cotton filter cloth

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

Packaging manufactured and printed in A using y% recycled material
where y is the % recycled content of the packaging
Cotton filter cloth made in B
Packet/pack/sachet/pouch/package opener made in C
Stirring wand made in D
Mixing/Storage Container[s] made in E
where A, B, C, D, E are countries of origin of these components.

You [should/will] need/use treated water for all your drinking [and cooking] needs.

Unique in that it [as a disinfectant/powder/concentrate] removes/kills contaminants/microorganisms and also dirt/mud/sediment from water, leaving clean water with a pure fresh taste.

Does/will not remove salt from water.
Not intended to remove salt from water.

Does/will not treat salt/ocean water.
Not intended to treat salt/ocean water.

Does/will not make salt water drinkable
Not intended to make salt water drinkable

Convenient packet[s]/pouch[es]/sachet[s]/package[s] to take everywhere you go/travel.

Proven effective in the harshest environments.

OCCASIONS TO USE

[Disinfectant/powder/compound/agent] Provides clean drinking water for your family's ~~outdoor and~~ emergency needs. *delete*

[Disinfectant/powder/compound/agent] Ensure[s] clean and fresh tasting drinking water for your family's ~~outdoor [recreation/recreational] and~~ emergency [preparedness] needs. *delete*

Everyone should be prepared ~~[whether exploring the outdoors, camping, or making~~ emergency preparedness plans].

[Disinfectant/powder/compound/agent] [is] Perfect for many outdoor ~~[recreation/recreational] and~~ emergency needs. *delete*

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

CAUSE MARKETING LANGUAGE

P&G proudly supports PSI by donating \$0.10 for every PuR 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.

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