

3573-90

02/09/2009

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

OFFICE OF  
PREVENTION, PESTICIDES  
AND TOXIC SUBSTANCES

FEB - 9 2009

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

Subject: PūR Purifier of Water  
EPA Registration Number 3573-90  
Amendment Date: December 5, 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 acceptable. In summary, you have revised the active ingredient calculations and available chlorine. You have also added Arsenic reduction and descriptions of recreational use situations as optional language.

A copy of your accepted label is enclosed. If you have any questions about this letter, contact Tom Luminello at 703-308-8075 or by e-mail [luminello.tom@epa.gov](mailto:luminello.tom@epa.gov) during the hours of 8:00 am to 4:00 pm EST.

Sincerely,

A handwritten signature in cursive script that reads "Emily H. Mitchell".

Emily H. Mitchell, Product Manager 32  
Regulatory Branch II  
Antimicrobial Division

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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:..... 0.546%

Other Ingredients:.....99.454%

Total:.....100%

2.17 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

B-233/234, H.I.T.E.

Hub, Balochistan, Pakistan

Batch No. XXXXXXXXXX (printed during manufacture) Note, the words in parenthesis are added for clarity, they would not be printed on the container.

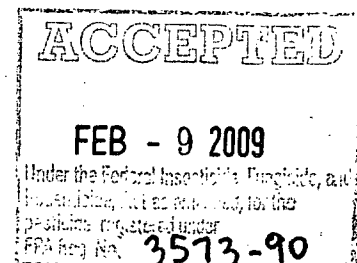
PÜR™ Purifier of Water

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

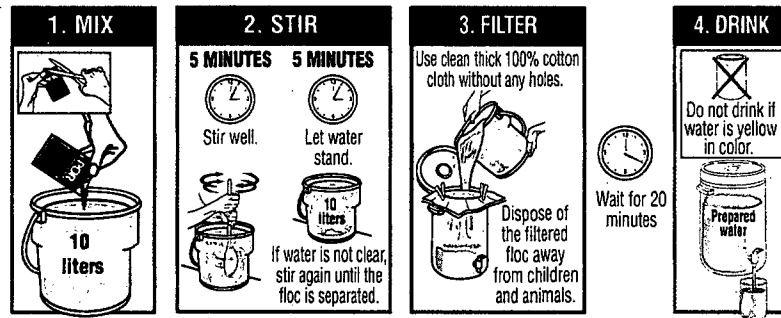


[Note: Bold, italicized text is for reader clarity only. Bracketed [ ] text denotes optional text. Backslash \ and forward / denotes alternate text.]

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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:**

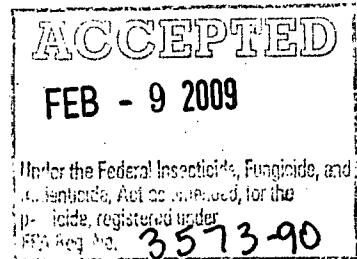
- Agitate/stir/mix the powder vigorously in the water for 5 minutes. Be sure a vortex/funnel/whirlpool is created when mixing/stirring. Then, let the water stand for 5 minutes until it clarifies/becomes clear.
- After adding the powder to the water, the water will become colored./The water will become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

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



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- 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).

**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.

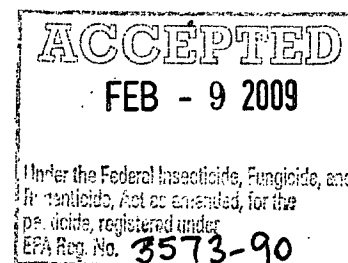
Have the product container or label with you when consulting a poison control center or doctor, or going for treatment. In North America you may also contact 1-866-461-4403 for emergency medical treatment information.

**STORAGE/DISPOSAL:** Store away from heat, humidity and sunlight. Dispose of empty container in trash/appropriately. Dispose of floc/sediment/particulates in latrine [toilet] [utility sink] 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]



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

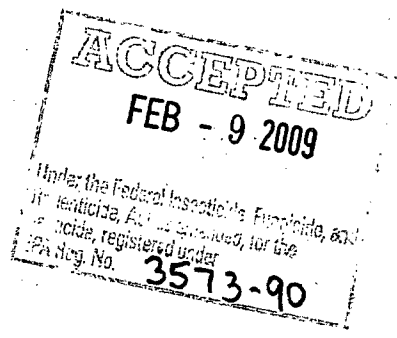
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***If the shipping container also serves as the outer container then the following information may be included on the front/top/side panels.***

Pallet 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 identification 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.]

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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.....0.546%  
2.17 ppm Available Chlorine

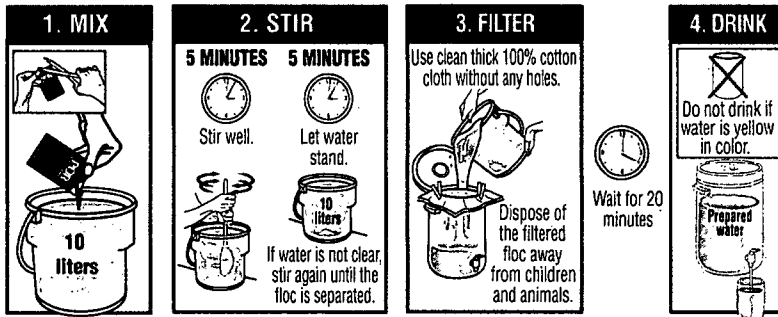
**KEEP OUT OF REACH OF CHILDREN**

**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.

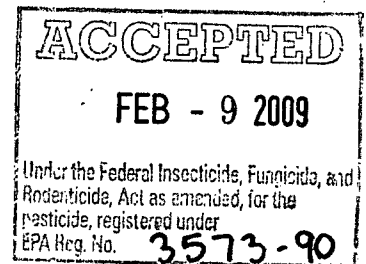
EPA Reg. No. 3573-90  
EPA Est. No. 3573-PAK-001 [37726-CAN-001]

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

**[GRAPHICS FOR SACHET]**



Made by/Manufactured by/Distributed by P&G logo  
Procter & Gamble  
B-233/234, H.I.T.E.  
Hub, Balochistan, Pakistan  
XXXXXXXX (artwork identification number) Note, the words in parenthesis are added for clarity, they would not be printed on the container.  
PÜR is a trademark of The Procter & Gamble Company



**Printed during manufacture:** XXXXXXXXXXXX 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**

PÜR™ Purifier of Water

Active Ingredient:

Calcium Hypochlorite:.....0.546%

Other Ingredients:.....99.454%

Total:.....100%

2.17 ppm Available Chlorine

**KEEP OUT OF REACH OF CHILDREN**

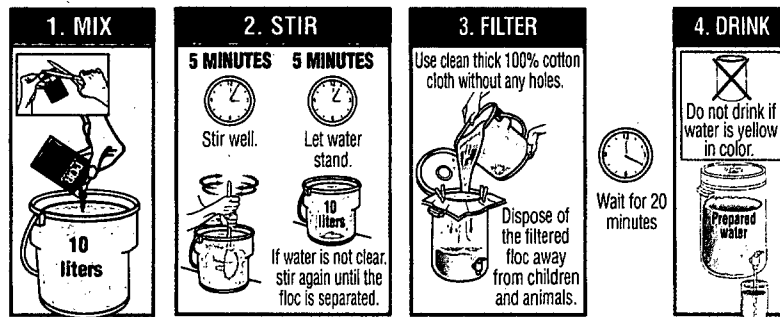
**WARNING:** See back/side panel/inside panel/supplemental labeling for all precautions.

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.



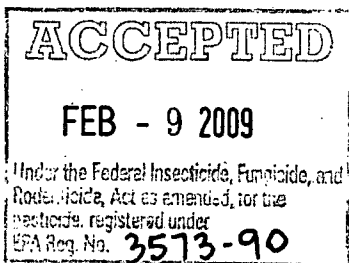
**1. MIX:**

- Open a sachet/package/packet/pouch/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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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.

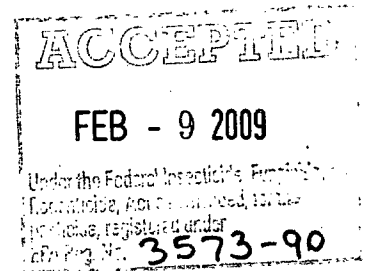
**STORAGE/DISPOSAL:** Store away from heat, humidity and sunlight. Dispose of empty container in trash. Dispose of floc/sediment/particulates in latrine [toilet] [utility sink] or on the ground away from humans and animals.

Questions? Comments? In North America Call 1-866-461-4403  
Visit Us At: [www.PurPurifierOfWater.com](http://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) ]

[XXXXXXXXXX (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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- 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/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/vessel/container, filter the water through a clean cloth filter into a clean storage bucket/vessel/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/vessel/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.

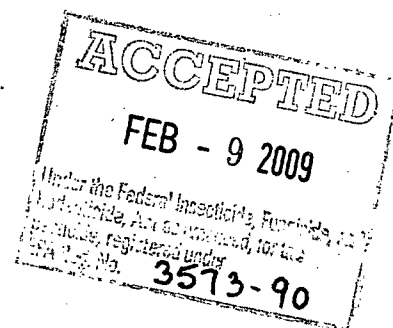
#### If on skin;

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

PÜR™ Purifier of Water

Calcium Hypochlorite..... 0.546%  
2.17 ppm Available Chlorine

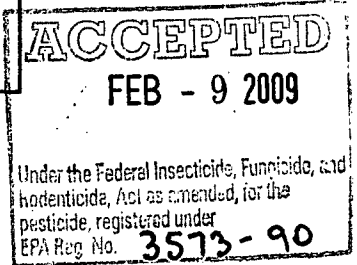
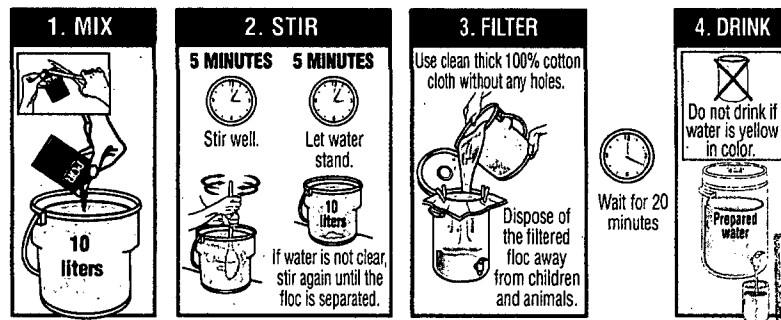
**KEEP OUT OF REACH OF CHILDREN**

**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  
B-233/234, H.I.T.E.  
Hub, Balochistan, Pakistan  
XXXXXXXX (artwork identification number) Note, the words in parenthesis are added for clarity, they would not be printed on the container.  
PÜR is a trademark of The Procter & Gamble Company

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

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**OPTIONAL CLAIMS FOR SUBLABELS A and B**

| DISINFECTION - FLOCCULATION  |   |
|--|---|
| <p>[Chemical]<br/> [Disinfectant/powder/compound/agent/mix/powdered][product][chemically] [a combination of flocculation and disinfection]<br/> kills/eliminates/destroys/removes/is effective in removing/reduces [the level of] <b>list of and/or options:</b></p> <ul style="list-style-type: none"> <li>• bacteria</li> <li>• viruses</li> <li>• cysts</li> <li>• pollutants</li> <li>• dirt</li> <li>• soil</li> <li>• sediment</li> <li>• [<b>&gt;98%/greater than 98% of</b>] Arsenic</li> </ul> <p>[from] [most] [dirty/contaminated/polluted/muddy /unclean/impure] [water] [sources] [such as creeks, rivers, lakes and ponds].</p> <p>[Chemical]<br/> [Disinfectant/powder/compound/agent/mix/powdered][product][chemically] [a combination of flocculation and disinfection]<br/> [kills/eliminates/destroys/removes/is effective in removing/reduces [greater than/more than][99.9999/99.999/99.99/99.9/99% of] <b>list of and/or options:</b></p> <ul style="list-style-type: none"> <li>• common waterborne fecal bacteria</li> <li>• Raoultella terrigena/Raoultella</li> </ul> <p>[from] [most] [dirty/contaminated/polluted/muddy /unclean/impure] [water] [sources] [such as creeks, rivers, lakes and ponds]</p> <p>[Chemical]<br/> [Disinfectant/powder/compound/agent/mix/powdered][product][chemically] [a combination of flocculation and disinfection]<br/> kills/eliminates/destroys/removes/is effective in removing/reduces [greater than/more than][99.99/99.9/99% of] <b>list of and/or options:</b></p> <ul style="list-style-type: none"> <li>• common waterborne viruses</li> <li>• Poliovirus Type 1/Poliovirus</li> <li>• Rotavirus</li> </ul> <p>[from] [most] [dirty/contaminated/polluted/muddy /unclean/impure] [water] [sources] [such as creeks, rivers, lakes and ponds]</p> | <p>Robust in removal of turbidity, cysts [(<b>&gt;3 logs</b>)], viruses [(<b>&gt;4 logs</b>)], bacteria [(<b>&gt;6 logs</b>)], and Arsenic [from] [most] [dirty/contaminated/polluted/muddy/unclean/impure] [water] [sources] [such as creeks, rivers, lakes and ponds]</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] [such as creeks, rivers, lakes and ponds] 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.<br/> [Chemically] [Chemical] Removes Sediment A [new] [disinfectant/powdered] water treatment product that uses some of the same ingredients used in municipal water systems.<br/> Engineered to be a mini water treatment plant in a packet/sachet/pack/pouch/package.<br/> [Uses] Some of the same ingredients used in municipal water systems.<br/> 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]<br/> [Disinfectant/powder/compound/agent/mix] [product] [chemically] eliminates/removes/reduces/is effective in</p> |

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

ACCEPTED  
**FEB - 9 2009**  
Under the Federal Insecticide, Fungicide, and Rodenticide Act, Registration No. 3573-90

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[Chemically] [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][99.9/99% 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] [such as creeks, rivers, lakes and ponds]

[A combination of flocculation and disinfection] 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] [such as creeks, rivers, lakes and ponds].

[Provides] [flocculation] [and] disinfection/disinfects [for] [most] dirty/contaminated/polluted/ muddy /unclean/impure/ water [sources] [such as creeks, rivers, lakes and ponds].

[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

removing **list of and/or options:**

- bacteria
- viruses
- cysts
- soil
- dirt
- [98% of] Arsenic

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

[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:**

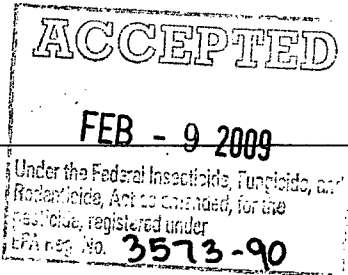
- bacteria
- viruses
- cysts
- dirt
- soil
- sediment
- pollutants
- [>98%/greater than 98% of] Arsenic

[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
- [>98%/greater than 98% of] Arsenic

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



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

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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

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.  
 $n = \# \text{ sachets} \times 2.5 \text{ gallons} / m = \# \text{ sachets} \times 10 \text{ liters}$   
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

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

For lake/river/pond/spring/rain/well/wide variety of /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

For more information visit  
[www.purpurifierofwater.com](http://www.purpurifierofwater.com)  
Questions? Comments? In North America, Call: 866-461-4403

Visit [us at]: [www.purpurifierofwater.com](http://www.purpurifierofwater.com)

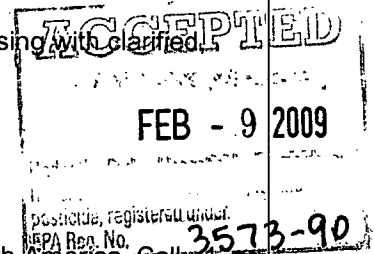
Waterworks.

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

For use with the PUR™ Clean Drinking Water Kit.



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

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| <p>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]</p> <p>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</p> | <p>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.</p> <p>You [should/will] need/use treated water for all your drinking [and cooking] needs.</p> <p>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.</p> <p>Does/will not remove salt from water. Not intended to remove salt from water.</p> <p>Does/will not treat salt/ocean water. Not intended to treat salt/ocean water.</p> <p>Does/will not make salt water drinkable Not intended to make salt water drinkable</p> <p>Convenient packet[s]/pouch[es]/sachet[s]/package[s] to take everywhere you go/travel.</p> <p>Proven effective in the harshest environments.</p> |
|---|--|

|  |
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| <p><b>OCCASIONS TO USE</b></p> <p>[Disinfectant/powder/compound/agent] Provides clean drinking water for your family's preparedness needs – including emergencies, and remote outdoor settings where drinking water is not available.</p> <p>[Disinfectant/powder/compound/agent] Ensure[s] clean and fresh tasting drinking water for your family's emergency [preparedness] needs.</p> <p>Everyone should be prepared [in case of drinking water shortage] [whether exploring the wilderness, camping, or making emergency preparedness plans] [during an emergency situation].</p> <p>[Disinfectant/powder/compound/agent] [is] Perfect for many outdoor emergency needs [where drinking water is of unknown or questionable quality] [drinking water supply has been depleted].</p> <p>Perfect for use in situations such as camping, hiking, backpacking, fishing, hunting, emergency situations, natural disasters [where] [drinking water is of unknown or questionable quality] [drinking water supply has been depleted].</p> |
|--|

ACCEPTED  
FEB - 9 2009  
Under the Federal Insecticide, Fungicide, and Rodenticide Act as amended, for the period of registration 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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**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](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.

**ACCEPTED**  
**FEB - 9 2009**  
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.]