

3573-90

1/10/2012

1/19



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

JAN 10 2012

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

Ann E. McGhee  
Procter & Gamble Company  
8700 Mason-Montgomery Rd  
Mason, OH 45040

Subject: PuR Purifier of Water  
EPA Reg. No. 3573-90  
Application Dated: December 14, 2011  
Receipt Date: December 16, 2011

Dear Ms. McGhee:

The following notification submitted in connection with registration under the provisions of PR Notice 98-10, Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) section 3(c)9 is acceptable.

**Proposed Notification:**

- Adding alternate graphic and url to match previous alternate brand name notification
- Inclusion of a second manufacturing facility (EPA Est. 3573-SGP-001)
- Inclusion of a manufacturing date
- Removal of cause marketing language

**General Comments:**

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

This application for notification to revise the product label, as referenced above, is acceptable. A copy has been placed in our records for future reference.

Should you have any questions concerning this letter, please contact the product manager at [blair.eliza@epa.gov](mailto:blair.eliza@epa.gov) or call (703) 308-7279.

Sincerely,

A handwritten signature in black ink, appearing to read "Monisha Harris".

Monisha Harris  
Product Manager (32)  
Regulatory Management Branch II  
Antimicrobials Division (7510P)

Please read instructions on reverse before completing form.

Form Approved

MB No. 2070-0060

Print Form



United States  
Environmental Protection Agency  
Washington, DC 20460

<input type="checkbox"/>	Registration
<input type="checkbox"/>	Amendment
<input checked="" type="checkbox"/>	Other

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number <i>Procter and Gamble Company / 3573</i>	2. EPA Product Manager <i>Emily Mitchell</i>	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) <i>Procter and Gamble Company / Pur. Purifier of Water</i>	PM# <i>32</i>	
5. Name and Address of Applicant (Include ZIP Code) <i>Ann E. McGhee Procter and Gamble Company 8700 Mason-Montgomery Rd., Mason, OH 45040</i> <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(ii), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

Section - II

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

**Explanation:** Use additional page(s) if necessary. (For section I and Section II.)  
*This is a notification to make minor changes to EPA Registration Number 3573-90 as permitted under EPA PE Notice 98-10. The changes include the addition of an alternate brand name, inclusion of a 2nd manufacturing facility, addition of a manufacturing date to the outer container and removal of the cause marketing language.*

Section - III

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes* <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Metal	<input type="checkbox"/> Plastic
* Certification must be submitted	If "Yes" Unit Packaging wgt.    No. per container	If "Yes" Package wgt    No. per container		<input type="checkbox"/> Glass	<input type="checkbox"/> Paper
				<input type="checkbox"/> Other (Specify) _____	
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container		5. Location of Label Directions <input type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled			<input type="checkbox"/> Other _____		

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)		
Name <i>Ann E. McGhee</i>	Title <i>Regulatory Affairs Manager</i>	Telephone No. (Include Area Code) <i>(513) 622-3521</i>
2. Signature <i>Ann E. McGhee</i>		6. Date Application Received (Stamped)
3. Title <i>Regulatory Affairs Manager</i>		
4. Typed Name <i>Ann E. McGhee</i>	5. Date <i>December 14, 2011</i>	

3/19



The Procter & Gamble Company  
Mason Business Center  
8700 Mason-Montgomery Road  
Mason, OH 45040-9462  
www.pg.com

December 14, 2011

Document Processing Desk  
Office of Pesticide Programs (7504P)  
U.S. Environmental Protection Agency  
Room S-4900, One Potomac Yard  
2777 South Crystal Drive  
Arlington, VA 22202-4501

Attn: Ms. Emily Mitchell (PM #32)

Subject: PuR Purifier of Water  
EPA Registration No. 3573-90  
Notification of Minor Changes to Master Label

Dear Ms. Mitchell,

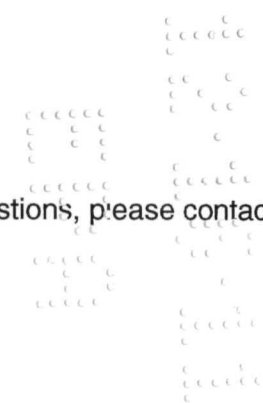
This provides the Agency with notification of minor changes to the PuR Purifier of Water Registration (EPA Reg. No. 3573-90). The source document used for showing the changes in this Notification is EPA Stamped Approved Master Label dated February 9, 2009. As per the EPA PR Notice 98-10, the changes being made, as outlined below, are able to be submitted via a Notification to the Agency.

The minor changes are as follows:

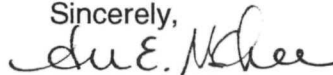
- Inclusion of an alternate brand name, P&G Purifier of Water
  - A separate correspondence was sent on 12/12/11 to the Agency as a Notification to associate an alternate brand name with this registration
  - As a result, the addition of an alternate graphic of usage instructions is necessary to reflect the alternate brand name
  - As a result, the addition of an alternate URL is necessary to reflect the alternate brand name
- Inclusion of a 2<sup>nd</sup> manufacturing facility in Singapore, EPA Est. No. 3573-SGP-001
- Inclusion of a manufacturing date to on the outer container, in addition to the expiration date
- Removal of cause marketing language

Attached please find the following documents in support of this notification:

- Application Form (EPA Form 8570-1)
- PuR Purifier of Water Master Label (Feb 9, 2009)
  - 1 red lined copy showing revisions
  - 1 copy with revisions incorporated



If you need additional information regarding this notification or if you have any questions, please contact me at 513-622-3521 or [mcghee.ae@pg.com](mailto:mcghee.ae@pg.com).

Sincerely,  
  
Ann E. McGhee  
Regulatory Affairs

4/19

**PÜR™ Purifier of Water/P&G 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/P&G Purifier of Water

**Active Ingredient:**

Calcium Hypochlorite:..... 0.546%  
Other Ingredients:..... 99.454%  
Total:..... 100%

2.17 ppm Available Chlorine

**NOTIFICATION**  
Date Reviewed: 1/10/2012  
Reviewed By: [Signature]

**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/P&G 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

or

Procter & Gamble

7 Tuas West Street, Tuas District

Singapore 637446, Singapore

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

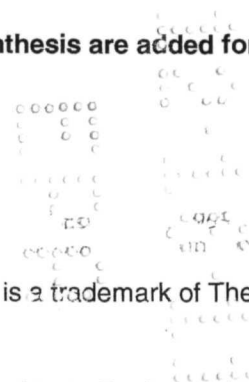
PÜR™ Purifier of Water/P&G Purifier of Water

Quantity: 240 sachets/packets/packs/pouches/packages of 4g (0.14 oz)

Item Code: **ZZZZZZZ**

Made in Pakistan/Made in Singapore

PÜR is a trademark of The Procter & Gamble Company/P&G/P&G Purifier of Water is a trademark of The Procter & Gamble Company

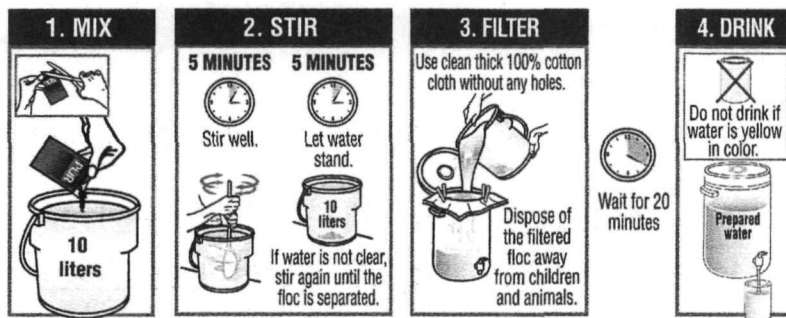


[Note: Bold, italicized text is for reader clarity only. Bracketed [ ] text denotes optional text. Backslash \ and forward / denotes alternate text.]

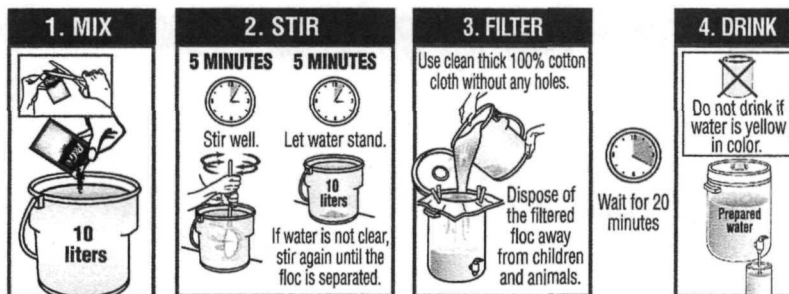
5/1.9

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.



or



**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.

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

- 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:

- 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-001/3573-SGP-001 [37726-CAN-001]

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



[PÜR™ Purifier of Water is Made in Pakistan]/[PÜR™ Purifier of Water is Made in Singapore]/[P&G Purifier of Water is Made in Pakistan]/[P&G Purifier of Water is Made in Singapore]  
[PÜR is a trademark of The Procter & Gamble Company]/[P&G/P&G Purifier of Water is a trademark of The Procter & Gamble Company]

***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.)  
Mfg. 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.]

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

PÜR™ Purifier of Water/P&G Purifier of Water

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

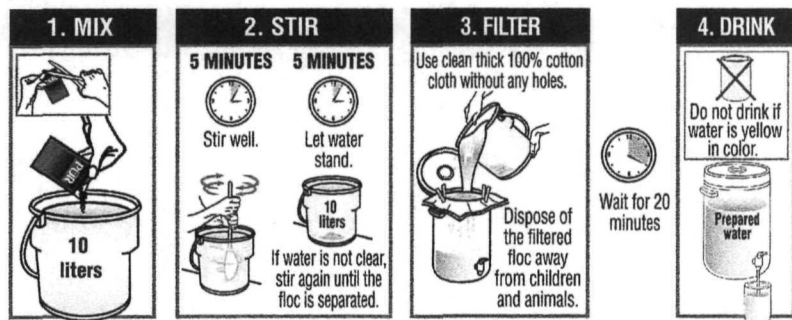
**KEEP OUT OF REACH OF CHILDREN**

**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.

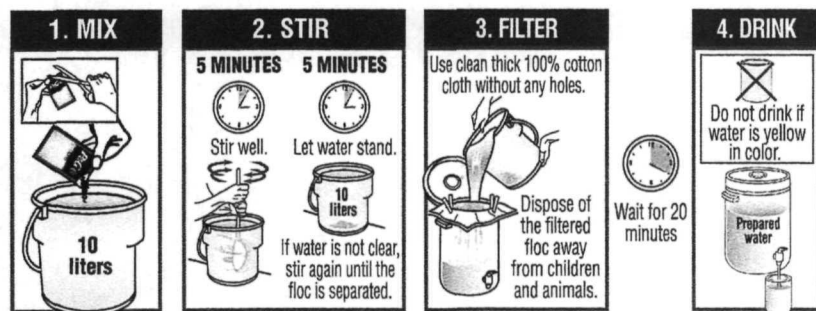
EPA Reg. No. 3573-90  
EPA Est. No. 3573-PAK-001/3573-SGP-001 [37726-CAN-001]

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

**[GRAPHICS FOR SACHET]**



or



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



[PÜR™ Purifier of Water/P&G Purifier of Water  
[EPA Registration Number 3573-90

12/14/11]  
Page: 6]

Made by/Manufactured by/Distributed by P&G logo  
Procter & Gamble  
B-233/234, H.I.T.E.  
Hub, Balochistan, Pakistan  
or  
Procter & Gamble  
7 Tuas West Street  
Singapore 637446

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/P&G/P&G Purifier of Water 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.]

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

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

PUR™ Purifier of Water/P&G 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**


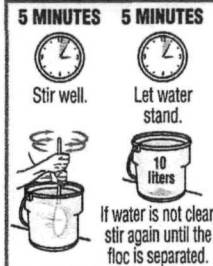

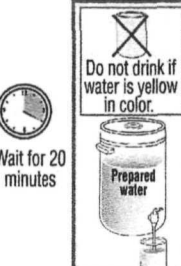
**WARNING:** See back/side panel/inside panel/supplemental labeling for all precautions.

Net Contents Statement


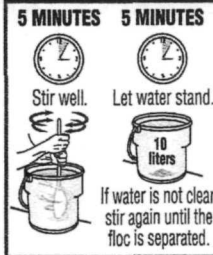

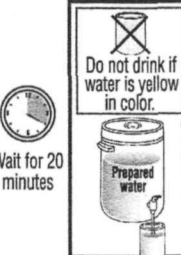
X sachets\packs\packets\packages\pouches [Treats Y liters/Z gallons of Water.]

**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.

<p><b>1. MIX</b></p>  <p>10 liters</p>	<p><b>2. STIR</b></p> <p><b>5 MINUTES 5 MINUTES</b></p> <p>Stir well. Let water stand.</p>  <p>10 liters</p> <p>If water is not clear, stir again until the floc is separated.</p>	<p><b>3. FILTER</b></p> <p>Use clean thick 100% cotton cloth without any holes.</p>  <p>Dispose of the filtered floc away from children and animals.</p>	<p><b>4. DRINK</b></p>  <p>Do not drink if water is yellow in color.</p> <p>Prepared water</p> <p>Wait for 20 minutes</p>
---	---	---	---

or

<p><b>1. MIX</b></p>  <p>10 liters</p>	<p><b>2. STIR</b></p> <p><b>5 MINUTES 5 MINUTES</b></p> <p>Stir well. Let water stand.</p>  <p>10 liters</p> <p>If water is not clear, stir again until the floc is separated.</p>	<p><b>3. FILTER</b></p> <p>Use clean thick 100% cotton cloth without any holes.</p>  <p>Dispose of the filtered floc away from children and animals.</p>	<p><b>4. DRINK</b></p>  <p>Do not drink if water is yellow in color.</p> <p>Prepared water</p> <p>Wait for 20 minutes</p>
---	---	---	---

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

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 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.]

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

**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. 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)/[www.pgpurifierofwater.com](http://www.pgpurifierofwater.com)/[www.pgwater.com](http://www.pgwater.com)/[www.pgpurifier.com](http://www.pgpurifier.com)

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

[Made in Pakistan]/[Made in Singapore]

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

[XXXXXXXXXX (Batch number for tracking)]

Manufacture/Mfg. [Date] MMMYY

Expiration/Exp. [Date] MMMYY

[PÜR™ Logo]/[P&G Logo]

PÜR is a trademark of The Procter & Gamble Company/P&G/P&G Purifier of Water is a trademark of The Procter & Gamble Company

[PÜR™ Purifier of Water is made/manufactured in Pakistan]/[ PÜR™ Purifier of Water is made/manufactured in Singapore]/[P&G Purifier of Water is made/manufactured in Pakistan]/[P&G Purifier of Water is made/manufactured in Singapore]

[Bar Code]



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

13/19

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

PUR™ Purifier of Water/P&G Purifier of Water

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

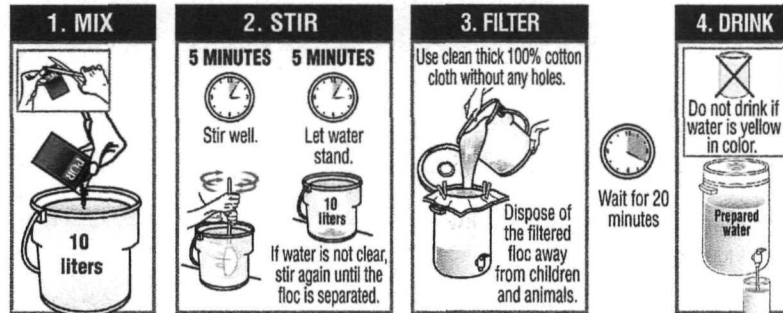
**KEEP OUT OF REACH OF CHILDREN**

**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.

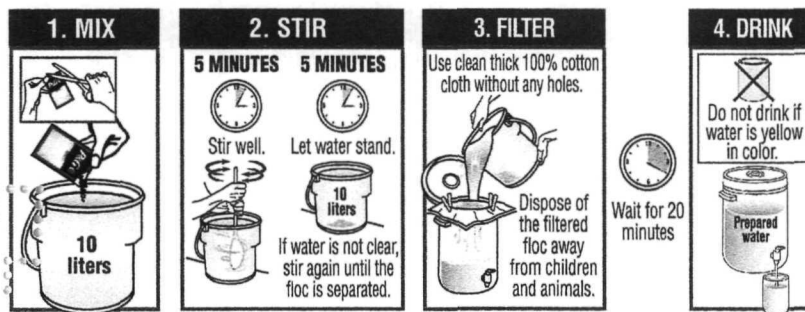
EPA Reg. No. 3573-90  
EPA Est. No. 3573-PAK-001/3573-SGP-001 [37726-CAN-001]

Net Contents: 4 g (0.14 oz)

**[GRAPHICS FOR SACHET]**



or



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

14/19

[PÜR™ Purifier of Water/P&G Purifier of Water  
[EPA Registration Number 3573-90

12/14/11]  
Page: 11]

Made by/Manufactured by/Distributed by P&G logo  
Procter & Gamble  
B-233/234, H.I.T.E.  
Hub, Balochistan, Pakistan  
or  
Procter & Gamble  
7 Tuas West Street  
Singapore, 637446  
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/P&G/P&G Purifier of Water 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.]



**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] <b><i>list of and/or options:</i></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>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>[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] <b><i>list of and/or options:</i></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>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.</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] <b><i>list of and/or options:</i></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>Engineered to be a mini water treatment plant in a packet/sachet/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</p>

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

[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]/[P&G 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.]

17/19

GENERAL CLAIMS

<p>[Chemical] Clarifier of Water                  [Chemical] Water Clarifier                  [Chemical] Water Clarifying Product/Powder                  [Chemical] Water Treatment Product/Powder</p> <p>[Developed/Formulated/Designed] for military installation/field use.                  [Chemically] Treat your water with PÜR™ Purifier of Water/P&amp;G Purifier of Water 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 [at home or outdoors].</p> <p>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.</p> <p>Reliance has [been/been specializing] in [the] hydration and sanitation [expert/leader] for over forty years.</p> <p>This kit has been specifically designed/developed to aid in the [mixing and] preparation of water using PÜR™ Purifier of Water/P&amp;G Purifier of Water [, ensuring you have clean and fresh tasting water when you need it.]</p> <p>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 <b>list of and/or options:</b></p> <ul style="list-style-type: none"> <li>• bacteria</li> <li>• viruses</li> </ul> <p>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/packet/package/pouch treats 10 liters [2.5 gallons] of Water                  For use with the Reliance clean drinking 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.  <i>n = # sachets x 2.5 gallons /m = # sachets x 10 liters</i>                  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</p> <p>[Product is] [shelf] stable for 3 years</p> <p>Effective with lake/river/pond/spring/rain/well/wide variety of /dam/pond/earth pan waters</p> <p>For lake/river/pond/spring/rain/well/wide variety of /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™]/[P&amp;G Purifier of Water]Clean/refreshing water</p> <p>[Provides] Healthy/hygienic water</p> <p>Simple/easy to use                  No special/mechanical/cumbersome/expensive 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  <a href="http://www.purpurifierofwater.com">www.purpurifierofwater.com</a>/<a href="http://www.pgpurifierofwater.com">www.pgpurifierofwater.com</a>/<a href="http://www.pgwater.com">www.pgwater.com</a>                  Questions? Comments? In North America, Call: 1-866-461-4403                  Visit [us at]:  <a href="http://www.purpurifierofwater.com">www.purpurifierofwater.com</a>/<a href="http://www.pgpurifierofwater.com">www.pgpurifierofwater.com</a>/<a href="http://www.pgwater.com">www.pgwater.com</a>                  Waterworks.                  People Matter.  <i>The following words are used with photographs depicting dirty water, water with settled floc and clear water</i>                  Dirty Water                  After Stirring</p>
--	--

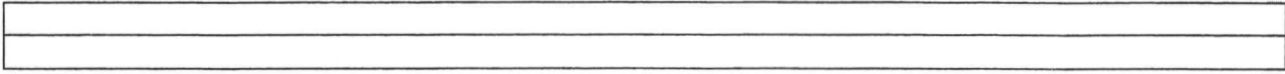
[Note: Bold, italicized text is for reader clarity only. Bracketed [ ] text denotes optional text. Backslash \ and forward / denotes alternate text.]

18 | 19

<p>kit.                  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/P&amp;G 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]/[of P&amp;G 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/P&amp;G 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>PUR™ Purified Water/P&amp;G Purified Water</p> <p>For use with the PUR™ /P&amp;G/P&amp;G Purifier of Water Clean Drinking Water Kit.                  Packaging manufactured and printed in A using y% recycled material  <i>where y is the % recycled content of the packaging</i>                  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  <i>where A, B, C, D, E are countries of origin of these components.</i></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>
---	---

<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>
---

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



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