



OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

June 02, 2025

Joanna Holcombe
jholcombe@solenis.com
INNOVATIVE WATER CARE, LLC D/B/A APPLIED BIOCHEMISTS

Subject: Non-PRIA (Pesticide Registration Improvement Act) Labeling Amendment - Updating company name and address; updated marketing; revising directions for use; and adding discharge directions • Adding brackets around language within the Directions for Use to make optional;
Product Name: ALGAETRINE
Admin Number: 8959-5
EPA Receipt Date: 09/30/2022
Action Case Number: 00397910

Dear Joanna Holcombe:

The amended labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, is acceptable.

This approval does not affect any terms or conditions that were previously imposed on this registration. You continue to be subject to existing terms or conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. The next label printing of this product must use this labeling unless subsequent changes have been approved. You must submit one (1) copy of the final printed labeling before you release this product for shipment with the new labeling. In accordance with 40 CFR § 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR § 152.3.

Should you wish to add/retain a reference to your company's website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by EPA. If the website is false or misleading, the product will be considered to be misbranded and sale or distribution of the product is unlawful under FIFRA section 12(a)(1)(E). 40 CFR § 156.10(a)(5) lists examples of statements the EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the EPA find or if it is brought to our attention that a website contains statements or claims substantially differing from statements or claims made in connection with obtaining a FIFRA section 3 registration, the website will be referred to the EPA's Office of Enforcement and Compliance Assurance.

Your release for shipment of this product constitutes acceptance of these terms. If these terms are not complied with, this registration will be subject to cancellation in accordance with FIFRA section 6.

If you have questions, please contact Heather Garvie via email at garvie.heather@epa.gov.

Sincerely,

A handwritten signature in black ink that reads "Heather A. Garvie". The script is elegant and cursive, with the first letters of each word being capitalized and larger than the others.

Heather Garvie, Senior Regulatory Advisor
RMB1, AD
Office of Pesticide Programs

Note to reviewer:

[All text in brackets [AAA] is optional and may/may not be included on all end-use labels]

{All text in braces {AAA} is for information purposes and will not appear on final label}

ALGAETRINE®

ACCEPTED

06/02/2025

Under the Federal Insecticide, Fungicide
and Rodenticide Act as amended, for the
pesticide registered under
EPA Reg. No. 8959-5

ACTIVE INGREDIENTS:

Copper Ethanolamine Complex, Mixed

(Mono CAS # 14215-52-2 and Tri CAS # 82027-59-6)*6.48%

OTHER INGREDIENTS:93.52%

TOTAL:100.00%

*Metallic copper equivalent, 2.09%

This product contains 0.18 lbs. of elemental copper per gallon.

KEEP OUT OF REACH OF CHILDREN

[MANTÉNGASE FUERA DEL ALCANCE DE LOS NIÑOS]

CAUTION [PRECAUCIÓN]

Read all Precautionary [and First Aid] Statements on [back][side][right][left] panel before use.

[Manufactured for][Sold by]:

Applied Biochemists

1400 Bluegrass Lakes Parkway

Alpharetta, GA 30004

EPA Reg. No. 8959-5

[Superscript Used in Lot Number]

EPA Est. No. xxxx-yy-zz

Net Contents:

FIRST AID

IF SWALLOWED: Call a poison control center or doctor immediately for treatment advice. Have the person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or a doctor. Do not give anything by mouth to an unconscious person.

IF IN EYES: Hold eyelids open and rinse slowly with water for 15 to 20 minutes. Remove contact lenses if present after 5 minutes then continue rinsing eye. Call poison control center or doctor for treatment advice.

IF ON SKIN OR CLOTHING: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice.

Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

IN CASE OF EMERGENCY CALL: 1-800-654-6911.

PRECAUTIONARY STATEMENTS**HAZARDS TO HUMANS AND DOMESTIC ANIMALS:**

CAUTION: Harmful if swallowed or absorbed through skin.

- [•] Avoid contact with skin, eyes or clothing.
- [•] Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet.
- [•] Remove and wash contaminated clothing before reuse.

PHYSICAL OR CHEMICAL HAZARDS

Do not mix with other chemicals.

ENVIRONMENTAL HAZARDS:

This product is toxic to fish and aquatic organisms.

DIRECTIONS FOR USE:

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

READ ALL PRECAUTIONARY STATEMENTS BEFORE USE.**{Use 1} [SWIMMING POOLS]****[HOW TO USE:] [METHOD OF APPLICATION:]**

[This product works best when added [in several places] directly to the [pool] water with the pump running. After addition of algaecide, keep the pump running for at least 8 hours. [Pools with heavy growth of algae must be cleaned prior to using this product.] Maintain pool water pH from 7.2 to 7.8. [Adjust pH to 7.2 for severe algae.] Do not exceed the label dosing recommendations.]

[This [is a concentrated] product [that] works best when added [in several places] directly to the [pool] water with the pump running. After addition of algaecide, keep the pump running for [at least 8][several] hours. [Pools with heavy growth of algae must be cleaned prior to using this product.] Maintain pool water pH from 7.2 to 7.6. [Adjust pH to 7.2 for severe algae.] Do not exceed the label dosing recommendations.]

[[OPENING YOUR POOL][:] [and/or] [INITIAL DOSE:] Use [a sequestering agent][name of a sequestering agent product] to prevent scale and stain formation. [Next, add 16 fl. oz. of [this product][brand name] per 10,000 gallons of pool water.]

[MAINTENANCE DOSE: Add 16 fl. oz. of [this product][brand name] per 10,000 gallons of pool water every [three] [3] months][90 days] to prevent algae growth.]

[VISIBLE ALGAE [GROWTH]: Add 16 fl. oz. of [this product][brand name] per 10,000 gallons of pool water.] [When pool is free of visible algae, use the "Maintenance Dose."]

[SEVERE ALGAE: Add 32 fl. oz. of [this product][brand name] per 10,000 gallons pool water. Once control is obtained, resume regular preventive maintenance with [this product][brand name].]

[CLOSING YOUR POOL] [WINTERIZING]: Add 16 fl. oz. of [this product][brand name] per 10,000 gallons of pool water. [This dosage helps control algae growth during the winter months and aids the servicing of the pool before it is returned to use the following summer.] [Follow recommended [brand] pool closing procedure.]]

[SHOCK TREATMENT / SUPERCHLORINATION:

[As a preventative treatment, shock treat your pool once per week [with [brand] shock treatment. In addition to weekly shock treatment, shock treat to remedy problems which may occur when bathing loads are high, water appears hazy or dull, unpleasant odors or eye irritation occur, after heavy wind and rainstorms, or if algae does develop with resulting green color and slimy feeling.]

[Shock treat your pool once a week to destroy bacteria & bather waste. Additional shock treatments may be necessary to remedy problems which may occur when bather loads are high, water appears hazy or dull, unpleasant odors or eye irritation occur, after heavy wind and rainstorms, or if algae does develop with green, black or mustard color and slimy feeling.]]

{Note to reviewer: All new/revised final printed labels will use this version}

[SHOCK TREATMENT: Shock treat the pool water weekly to keep water sparkling clear.]

DISCHARGE DIRECTIONS FOR [COMMERCIAL] [AND] [RESIDENTIAL] POOL USES:

Before draining a treated pool contact your local sanitary sewer and storm drain authorities and follow their discharge instructions. Do not discharge treated pool water to any location that flows to a gutter, storm drain or natural water body unless discharge is allowed by state and local authorities.

{Use 2} [SPAS & HOT TUBS]

[HOW TO USE:][METHOD OF APPLICATION:]

[This product works best when added [in several places] by itself directly to spa or hot tub water with the pump running.]

[This product works best when added [in several places] directly to spa or hot tub water with the pump running.]

Use [a sequestering agent][name of a sequestering agent product] to prevent scale and stain formation. Maintain spa water in the pH from range 7.2 to 7.8. Add 0.8 fl. oz. [(1 1/2 tablespoons (Tbsp))] per 500 gallons water upon filling of spa or hot tub. For visible algae growth or slimy interior, treat with 1.6 fl. oz. [(3 Tbsp)] per 500 gallons. Remove algae debris. For maximum effectiveness, spas containing heavy algae growth must be drained, cleaned with appropriate surface cleaner, and refilled with fresh water prior to treatment.]

DISCHARGE DIRECTIONS FOR [COMMERCIAL] [AND] [RESIDENTIAL] [SPA] [AND] [HOT TUB] USES:

Before draining a treated [spa] [or] [hot tub] contact your local sanitary sewer and storm drain authorities and follow their discharge instructions. Do not discharge treated [spa] [or] [hot tub] water to any location that flows to a gutter, storm drain or natural water body unless discharge is allowed by state and local authorities.

STORAGE & DISPOSAL:

{Nonrefillable container - household/residential use}

[Keep this product in its tightly closed container when not in use. Store in a cool, dry, well-ventilated area. Keep away from heat or open flame. Nonrefillable container. Do not reuse or refill this container. Rinse empty container thoroughly with water to dissolve all material prior to disposal. Offer for recycling if available or place in the trash. Do not contaminate food or feed by storage or disposal or cleaning of equipment.]

{Nonrefillable container – single-use, non-resealable package}

[Keep this product in its tightly closed container. Store in a cool, dry, well-ventilated area. Keep away from heat or open flame. Nonrefillable container. Do not reuse or refill this container. Rinse and discard empty container thoroughly with water to dissolve all material prior to disposal. Offer for recycling if available or place in the trash. Do not contaminate food or feed by storage or disposal or cleaning of equipment.]

{BEGIN OPTIONAL MARKETING CONTENT}

{POOLS ONLY}

{Mass Channel}

[WHY YOU SHOULD USE THIS PRODUCT: [This is [a][an] [effective] long-lasting [, non-foaming] [algaecide] [product] that [prevents and kills][kills and prevents] green[,] [black] and [mustard][yellow] algae.] With one treatment, this product will prevent algae growth in your [swimming] pool for up to [three][3] months.] [For best results, use with other [brand name] [pool care] products.]]

[WHY YOU SHOULD USE THIS PRODUCT: [This [effective,][concentrated,][long-lasting,][non-foaming]algaecide [prevents and kills][kills and prevents] green[,] [black] and [mustard][yellow]algae. One treatment will prevent algae growth in your [swimming]pool for [the entire season][up to 90 days][[three][3]months]. [For best results, use with other [brand name][pool care] products.]]

{Optional statement for pool care program for [Brand A]}

[For crystal clear pool water, follow the [Brand A] 4 step pool care program: Step 1: Test and adjust pool water balance, Step 2: Chlorinate and clarify, Step 3: Shock treat your pool at least once a week, and Step 4: Add algaecide regularly].

[[Download the [FREE] [Test to Swim™] [application name] app from your smartphone] [for expert water analysis, product recommendations, and dosage instructions].]

{Dealer Channel}

[[WHY YOU SHOULD USE THIS PRODUCT:] This [non-foaming] [long-lasting] [concentrated] algaecide prevents and kills green and [mustard][yellow] algae. [One treatment [of this economical formula] [of this patented formula] will prevent algae growth in your swimming pool for up to [three months] [90 days]. [Take a sample of pool water to your Authorized [brand] Dealer regularly for a detailed water analysis.]]

[WHY YOU SHOULD USE THIS PRODUCT: This [effective,][concentrated,][long-lasting,][non-foaming]algaecide [prevents and kills][kills and prevents] green[,] [black] and [mustard][yellow]algae. One treatment will prevent algae growth in your [swimming]pool for [the entire season][up to 90 days][[three][3]months]. [For best results, use with other [brand name][pool care] products.]]

{Optional statement for pool care program with the [Brand B]}

[For crystal clear pool water, follow the [Brand B] 3-Step Program: Step 1: Test and balance pool water, Step 2: Sanitize, and Step 3: Shock at least once a week.]

{Optional statement for pool care program with the [Brand B]}

[For crystal clear pool water, follow the [Brand B] 3-Step Program: Step 1: Sanitize it, Step 2: Shock it and Step 3: Defend it]

{Optional statement for pool care program for the [Brand C]}

[Take a pool water sample to your authorized [Brand C] retailer for a detailed water analysis.]

[[Download the [FREE] [Test to Swim™] [application name] app from your smartphone] [for expert water analysis, product recommendations, and dosage instructions].]

{SPAS only}

[WHY YOU SHOULD USE THIS PRODUCT: [This is long-lasting [, non-foaming] [algaecide] [product] that prevents and kills [green], and [yellow][mustard] algae.] With one treatment, this product will prevent algae growth in your spa for up to three months.] [For best results, use with other [brand name] [spa care] products.]

[WHY YOU SHOULD USE THIS PRODUCT: [This long-lasting[concentrated] [, non-foaming] [algaecide] [product] prevents and kills [green],[black.] and [yellow][mustard] algae.] One treatment will prevent algae growth in your spa for up to [[three][3] months] [90 days].] [For best results, use with other [brand name] [spa care] products.]

[This algaecide can be used in conjunction with chlorine or bromine sanitizer systems.]

{Algae Treatment – Green}

{Icons are representative, colors, fonts and outline shape are subject to match brand standards on the final printed label. Copy used with the icon can be interchanged with associated claims}



[Kills] [and][&] [Prevents] [and][&] [Destroys][Controls] [and][&] [all types of] algae
[Kills] [and][&] [Prevents] [and][&] [Destroys][Controls] [and][&] [all types of] green algae
[Treats][Controls][Protects against] algae growth
Algae [destroying][killing]
Algaecide [treatment]
ALGAECIDE FOR SWIMMING POOLS
Effective green algae [control] [prevention]
Ideal for treating green algae
Kills algae and prevents re-growth of algae
Prevent[s] algae growth [before it starts]
Prevents green algae

{Algae Treatment – Multi}

{Icons are representative, colors, fonts and outline shape are subject to match brand standards on the final printed label. Copy used with the icon can be interchanged with associated claims}



[Destroys][Kills] [and][&] prevents all [pool] algae
[Destroys][Kills] [and][&] protects against all [pool] algae
All purpose algaecide
Controls growth of green [, blue-green] [, mustard][, yellow] [, [and][&]] other [swimming pool] algae
Controls growth of green [, mustard] [, [and][&]] [, yellow] [swimming pool] algae
Destroys[[Kills] [green][and][&][,][yellow][mustard][and][&][black] algae
Effective treatment against green, [and][&]] [mustard][yellow] algae
Prevents green, black and [mustard][yellow] algae
Ideal for treating green [and][&]] [mustard][yellow] algae
Ideal for treating green, [and][&]] [mustard][yellow] algae
Kills [[and][&]] controls green [, mustard][, yellow] [, [and][&]] other [swimming pool] algae
Kills [[and][&]] prevents green [, mustard][, yellow] [, [and][&]] other [swimming pool] algae
Kills [and][&]] controls green [, mustard][, yellow] [swimming pool] algae
Kills green [and][&]] mustard algae
Kills green, black and [mustard][yellow] algae
Prevents green [, blue-green] [, mustard][, yellow] [, and other] [swimming pool] algae
Prevents green [, mustard] [, [and][&]] [, yellow] [swimming pool] algae
Protects against green [, blue-green] [, mustard][, yellow] [, [and][&]] other [swimming pool] algae
Protects against green [, mustard] [, [and][&]] [, yellow] [swimming pool] algae
Stops green [and][&]] [, mustard] [, yellow] [swimming pool] algae
Treats green [, blue-green] [, mustard][, yellow] [, [and][&]] other [swimming pool] algae

Treats green [, mustard] [, [and][&]] [, yellow] [swimming pool] algae

{Compatibility with salt pools}

Compatible with Salt Chlorine Generators
Compatible with salt [water] [systems] [pools]
Salt [water] [system] [pool] compatible
[Works in][Designed for] [chlorine [and][&]] salt pools
Works with saltwater [systems] [pools]

{Icons are representative, colors, fonts and outline shape are subject to match brand standards on the final printed label. Copy used with the icon can be interchanged with associated claims}



{Ease of Use}






Easy[-]to[-]use
Easy, economical, convenient to use
Reduced maintenance formulation
Convenient
Economical

{Fast Acting}

{Note to reviewer: the following qualifiers will be used in combination with the appropriate graphic
Fast Acting - *works within 24 hours when used as directed}

{Icons are representative, colors, fonts and outline shape are subject to match brand standards on the final printed label. Copy used with the icon can be interchanged with associated claims}

Fast-acting* [and][&] effective
*works within 24 hours when used as directed

 <p>*works within 24 hours when used as directed</p>	 <p>*works within 24 hours when used as directed</p>	 <p>*works within 24 hours when used as directed</p>	
 <p>*works within 24 hours when used as directed</p>	 <p>*works within 24 hours when used as directed</p>		

{Foam}

No foam

Non-foaming [formula][algaecide]

{General Marketing Language}

Compatible with most sanitizers [including bromine, chlorine, salt water, ozone and minerals]

Concentrated all-purpose algaecide

Concentrated Formula

Exclusive technology

For weekly use

Immediately swim ready

Innovative, exclusive technology

Innovative technology

Long-lasting algae control

Made in the USA

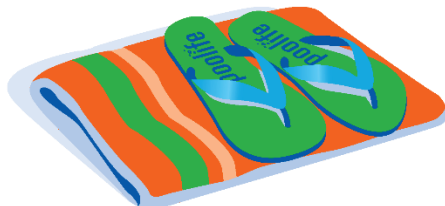


Made in the USA of US and imported content.

Mineral Algae Treatment

Patent No. 4,324,578

Patented formula



[Pour][Add] directly in [to] pool water

Prevents algae [growth] for up to 3 months

Prevents algae [growth] for up to 90 days

Single treatment lasts 3 months

Special formula

Algaetrine

EPA Reg. No: 8959-5

EPA draft label dated 2022-09-09



Suitable for all pools
Swim immediately
This product economically kills algae and prevents regrowth without requiring pool closing
Treats up to 90 days
Single treatment lasts all season
Lasts all season
One dose formula

{Heritage Claims/Logos}

90 Years of Perfect Pools



[HTH] Pool [care]



POOL



POOL CARE

[Here to Help] [since 1928]



HERE TO HELP
SINCE 1928

**HERE TO HELP
SINCE 1928**

Pool [Care] Experts since 1928



POOL EXPERTS
SINCE 1928

{Long Lasting}

[Effective][Lasts] all season
[Effective][Lasts] up to [3 months][90 days]
90 day [all][total] algae [control][treatment]
Long-lasting [all][total] algae [control][treatment]
Season-long [all][total] algae [control][treatment]

{Multi-Benefit}

2-in-1 [Action] [Algaecide]
3-in-1 [Action] [Algaecide]
4-in-1 [Action] [Algaecide]
5-in-1 [Action] [Algaecide]
6-in-1 [Action] [Algaecide]
7-in-1 [Action] [Algaecide]
Multi-action algaecide

{Non-Staining}

Non-staining formula
Triple chelated copper formula helps prevent staining

{Pack Description}

[Bonus] [Free] bottle [of X] inside {where "X" represents a product name}
Bonus Pack
[Receive] [Get] X bonus bottle[s] {where "X" represents a number}
Value Pack

{Pool Type}

{Icons are representative, colors, fonts and outline shape are subject to match brand standards on the final printed label. Copy used with the icon can be interchanged with associated claims}



[Best used with][Ideal for][For] pop-up pools
[For use][Ideal] [with][for] all pool [surfaces][types]
[For use][Ideal] [with][for] all pool types [including vinyl-liner pools]
Effective in vinyl and plaster pools
For use in vinyl and plaster pools
Good for all pool surfaces
Ideal for [in ground] [and][&] [above ground] [pools] [with a skimmer]
Ideal for [vinyl-lined pools] {or} [pools with vinyl liners] when used as directed
Special pop-up pool size

{Icons are representative, colors, fonts and outline shape are subject to match brand standards on the final printed label. Copy used with the icon can be interchanged with associated claims}





{Product Support}

For product questions/support [from [brand] pool [[and][&] spa] care experts:

Chat online: [hthpools.com][www.PoolBreeze.com] [www.Poolife.com] [www.GLBPool.com]
[www.LeisureTimeSpa.com] [www.PristineBlue.com] [www.SironaSpaCare.com] [www.Baquacil.com]
[www.appliedbio.net] [www.cchpoolcare.com] [www.pulsarsystems.net] [www.constantchlor.com]
Chat online: [brand website] [hthpools.com]

We're available 7 days a week from 8 AM to 10 PM EST.

Visit: [hthpools.com][www.PoolBreeze.com] [www.Poolife.com] [www.GLBPool.com]
[www.LeisureTimeSpa.com] [www.PristineBlue.com] [www.SironaSpaCare.com] [www.Baquacil.com]
[www.appliedbio.net] [www.cchpoolcare.com] [www.pulsarsystems.net] [www.constantchlor.com]

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{Pool Capacity}

HOW TO CALCULATE POOL CAPACITY IN U.S. GALLONS	
POOL SHAPE	FORMULA (Dimensions in feet)
Rectangular:	$L \times W \times AD \times 7.5 = \text{total gallons}$
Round:	$Di \times Di \times AD \times 5.9 = \text{total gallons}$
Oval:	$\text{Maximum } L \times \text{maximum } W \times AD \times 5.9 = \text{total gallons}$
Freeform:	$\text{Surface area (sq. feet)} \times AD \times 7.5 = \text{total gallons}$

L = Length, W = Width, AD = Average Depth, Di = Diameter

{or}

To calculate your pool's capacity, visit hthpools.com/XXXX.

{Spas and Hot Tubs}

Controls growth of green [and]&] [mustard][yellow] [spa] algae
Kills and controls green [and]&] [mustard][yellow] [spa] algae
Prevents green [and]&] [mustard][yellow] [spa] algae
Protects against green [and]&] [mustard][yellow] [spa] algae
Rids spa of unsightly algae [spots]
Treats green [and]&] [mustard][yellow] [spa] algae

{Spa Type}

Good for all [spa] surfaces
Ideal for spa use

{Steps – Please note that on a final graphic label, only the step appropriate to this product will be highlighted, or alternately, only the step appropriate to this product will be used}

For best results, follow the [brand] 3-Step Program:

For best results, follow the [brand] 4 step pool care program.

[Step] [1] [Balance]

[Step] [2] [Sanitize]

[Step] [3] [Shock] [Weekly]

[Step] [4] [Prevent Algae]

{Graphic renderings of the 4 steps:}

{Icons are representative, colors, fonts and outline shape are subject to match brand standards on the final printed label. Copy used with the icon can be interchanged with associated claims.}



{graphic list}

Step 1 [–] Balance

Step [2] – Sanitize

Step [3] – Shock

Step [4] – Prevent Algae

Algaecide

Step 4 Algaecide

Step 4 Algae Preventer

[Brand] 3-Step System

[Step] [1] [Balance]

Algaetrine

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[Step] [2] [Sanitize]
[Step] [3] [Shock] [Weekly]
Prevent
Enhance

[Brand or poolife®] 3-Step System:
[Step] 1 [Sanitize It!]
[Step] 2 [Shock It!]
[Step] 3 [Defend It!] [Add Algaecide]

{Graphic renderings of the 3 steps:}

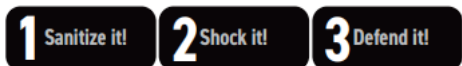
{Icons are representative, colors, fonts and outline shape are subject to match brand standards on the final printed label. Copy used with the icon can be interchanged with associated claims.}



{for algae treatment directions}



{for algae treatment directions}



{Alternative three step program marketing statements available to all labels. Steps 1, 2, and 3 will only be available to their respective product type/ approved use. We have included all statements here for clarity purposes.}

[STEP 1] [SANITIZE]

[SANITIZERS] [The key to maintaining a crystal clear pool is a steady routine of sanitization. [Brand name] sanitizers are designed to kill bacteria, algae and other living organisms. [Brand Name] Sanitizers have built-in protection from the sun to maximize chlorine life.]

[The key to maintaining a crystal clear pool is a steady routine of sanitization. [Brand name] sanitizers are designed to kill bacteria and algae. [Brand Name] Sanitizers have built-in protection from the sun to maximize chlorine life.]

[STEP 2] [SHOCK-OXIDIZE]

[Shock Oxidizer]

[Weekly shock-oxidizing your pool eliminates odors, restores water clarity and reduces the demand on the sanitizer.]

[STEP 3] [ALGAE PREVENTION]

[ALGAECIDES]

[Algaecides add an extra layer of pool protection, while creating a more pleasant swimming environment. [Brand Name] algaecides safeguard your pool, preventing all types of algae.]

[Algaecides add an extra layer of pool protection, while creating a more pleasant swimming environment. [Brand Name] algaecides safeguard your pool, killing and preventing algae.]

[BALANCE][BALANCERS] [Properly balanced water prevents corrosion and staining. It will also optimize the performance of your sanitizer. Using [Brand Name] balancers, as needed, simplifies the balancing act to help achieve properly balanced water.]

[SUPPLEMENT][SUPPLEMENTS]

[Prevent specific water problems with [Brand Name] supplements. The perfect complement to your pool care regimen, [Brand Name] offers a variety of cleaners, clarifiers and stain removers.]

{Testing}

Free App

Test to Swim™ [App]



{Trademark}

[Brand name] and the [brand] logo are trademarks of Innovative Water Care, LLC. or its affiliates.

[HTH®][brand] and the [HTH®][brand] logo are registered trademarks of Arch Chemicals, Inc.

{Winterizing}

Effective winterizer

Ideal for winterizing

{Brand Specific Marketing Content}

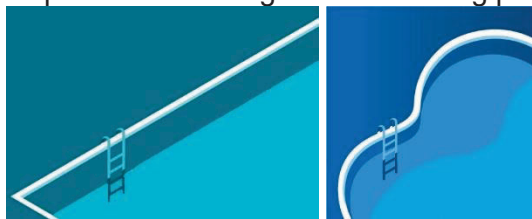
{Note to reviewer: Icons are representative, colors and fonts are subject to match brand standards on the final printed label.}



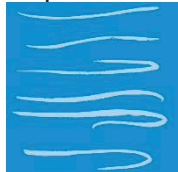
{Marketing Content Related to Pools/Spas/Hot Tubs}

{Note to reviewer: The following are representative images.}

Representative image of a swimming pool:



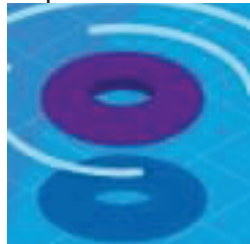
Representative image of pool/spa/hot tub water:



Representative image of a beach ball:



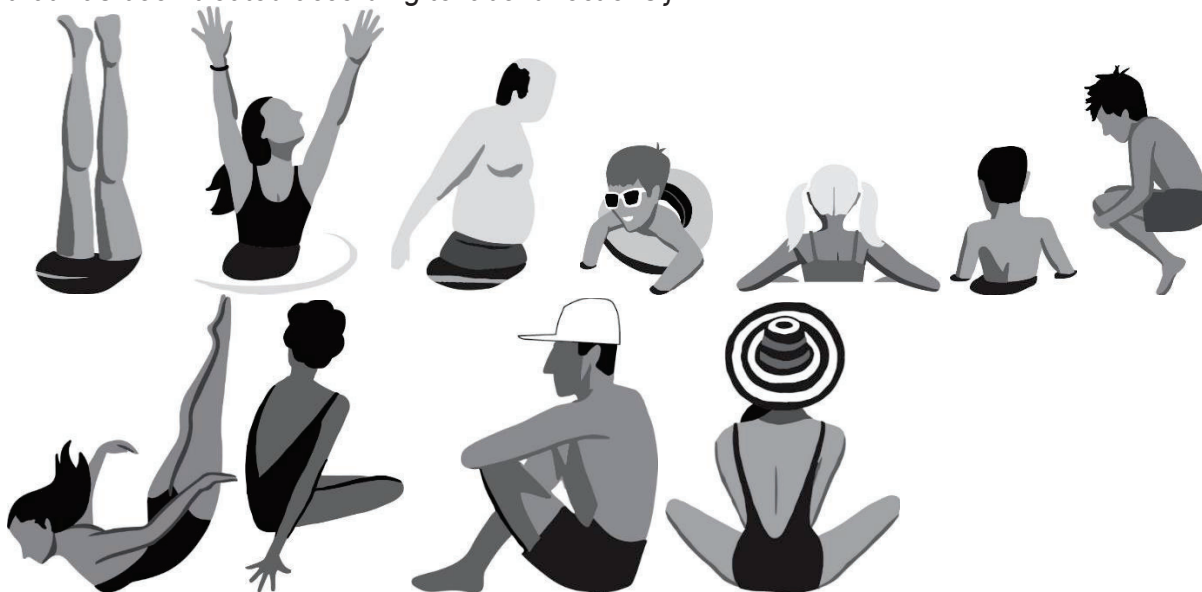
Representative image of a floatie:



Representative image of flip-flops:



Representative images of people {*Note to reviewer: Images of people in or near pools/spas/hot tubs **WILL NOT** depict application of this product. They are only in reference to use of a pool/spa/hot tub that has been treated according to label directions.*}



Representative images of animals in or near a pool



Proposed Alternate Brand Name(s):

Approved Alternate Brand Names:

Swimtrine 90

{END OPTIONAL MARKETING CONTENT}