

U.S. ENVIRONMENTAL PROTECTION AGENCY
OFFICE OF PESTICIDES PROGRAMS
REGISTRATION DIVISION (WH-567)
WASHINGTON, D.C. 20460

EPA REGISTRATION NO. 54626-1

DATE OF ISSUANCE

NOV 25 1985

TERM OF ISSUANCE

NAME OF PESTICIDE PRODUCT

NOTICE OF PESTICIDE: ☒ REGISTRATION
☐ REREGISTRATION

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

NAME AND ADDRESS OF REGISTRANT (Include ZIP code)

NOTE: Changes in labeling formula differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above U.S. EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby Registered/Reregistered under the Federal Insecticide, Fungicide, and Rodenticide Act.

A copy of the labeling accepted in connection with this Registration/Reregistration is returned herewith.

Registration is in no way to be construed as an indorsement or approval of this product by this Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

The following conditions apply to the registration of this product in accordance with the Act, and you must comply with them:

1. You must submit all data required for registration/ reregistration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data.

2. Make the labeling changes listed below before you release the product for shipment:

a) Add the phrase "EPA Registration No. 54626-1. Before 54626-1. (Include this on the water filter label, carton label and brochure).

b) Use all capital letters for the headings ACTIVE INGREDIENT and INERT INGREDIENTS and the statement KEEP OUT OF REACH OF CHILDREN, on the water filter label.

c) On the water filter label relocate the statement "A Product of BRITA CORPORATION, West GERMANY" so that it appears immediately above "Distributed by...."

d) Include the street address on the labeling (container label, filter label and brochure).

☒ ATTACHMENT IS APPLICABLE

SIGNATURE OF APPROVING OFFICIAL

DATE

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e) On the carton label, include the statement "See enclosed brochure for directions for use" (Referral statement was omitted from submitted label).

f) Include the ingredient statement on the carton label. (It was omitted from the submitted label).

g) Delete "Contents:" above One Brita Water Filter on the carton label. Also, delete "One bacteriostatic water filter unit" below One Brita Water Filter.

h) Change "One Brita Water Filter" on the carton label to read "Brita Water Filter" on the carton label.

i) Add the statement "Contents: One bacteriostatic water filter unit" immediately below the statement "This filter is only to be water" on the carton label.

3. Submit five (5) copies of the final printed labeling (filter label, carton label, brochure) before you release the product for shipment. Refer to the A-79 Enclosure for a further description of final printed labeling.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

A stamped copy of the label is enclosed for your records.

John H. Lee 
Product Manager 31
Disinfectants Branch
Registration Division (TS-767C)

Enclosure

(BRITA WATER FILTER LABEL)

size: 2 inches by 2½ inches

(BOLD TYPE)

BRITA WATER FILTER

active ingredient: metallic silver*---- 0.016%

inert ingredients: -----99.984%

(6 POINT)
(ALL CAPS)

CAUTION

Keep out of reach of children

DISPOSAL: Wrap used cartridge in paper
and dispose in trash.

A product of BRITA CORPORATION, WEST GERMANY

*inhibits growth of bacteria within the
filter cartridge.

Distributed by:

BRITA U.S.A.
P. O. Box 721
Bountiful, Utah 84010

ACCEPTED
with COMMENTS
in EPA Letter Dated.

NOV 25 1985

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

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(BRITA WATER FILTER CONTAINER LABEL)

CONTENTS:

ONE BRITA WATER FILTER

One bacteriostatic water filter unit.

A PRODUCT OF BRITA CORPORATION, WEHEN, WEST GERMANY

DISTRIBUTED BY BRITA, U.S.A.
P. O. Box 721
Bountiful, Utah 84010

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

This filter is only to be used with municipally treated
tap water.

E.P.A. Reg. No. 54626-1

E.P.A. Est. No. 54811-WG-001

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(brochure to be inserted within each BRITA FILTER carton)

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HOW TO USE YOUR BRITA WATER FILTER

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

- Place filter cartridge into filter funnel, firmly. (Remove cartridge only when it is time to replace with a new one.)
- Hold container, with filter top and cartridge in place, under cold water tap, and fill. Wait for water to filter through.
- Water is ready to use as soon as it has filtered through.
- After use of filtered water, immediately refill filter top. In this way, filtered water is always available for use, and, most importantly, the filter cartridge stays in contact with the filtered water. Never let the filter cartridge dry out.
- Occasionally, you may notice some loose particles of material at the bottom of the jug. These should be poured out.
- This filter is only to be used with municipally treated water.
- As soon as you remove the filter from the package, place it in the well of the filter container.

ACCEPTED
SALE
NOV 25 1985
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54625-1

Your BRITA WATER FILTER is a high technology product from West Germany. Used properly, it will provide you with the most delicious and natural tasting water possible. Please remember that your BRITA is a water filter of the highest quality, but it is not a water purifier. By virtue of the use of charcoal impregnated with silver, the growth of bacteria within the filter cartridge is inhibited.

The BRITA is not intended to be a water purifier of untreated water.

The cartridge within the BRITA WATER FILTER is able to filter at least fifty gallons of water. You should calculate to replace the cartridge about once a month under normal use. If you notice that the water processing through the filter is not as fresh and tasteful as usual, it will be time to put in a new cartridge. Cartridges can be obtained from the same dealer that supplied your filter.

One of the most essential advantages of the BRITA WATER FILTER is the fact that it is a gravity fed filter as opposed to being plumbed into the pipe directly. The importance of this is the fact that the water going through the filter is able to be thoroughly cleansed by the filter as opposed to being pushed through the filter by the water



pipe pressure before it has been completely cleansed.

As you use the BRITA WATER FILTER, it will become evident to you that this article is one of the wisest investments that you have made. Water processed through the BRITA FILTER will come to you at a cost of about ten cents (\$.10) per gallon as compared to the cost of bottled water purchased at the store.

DISTRIBUTED BY BRITA U.S.A.
P. O. Box 721
Bountiful, Utah 84010

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