

Pm 31
54625-1
100-1

FILTER BOX
FRONT PANEL

#1

BRITA WATER FILTER

ACTIVE INGREDIENT:

METALLIC SILVER* ...0.016 %

INERT INGREDIENTS ... 99.984 %

* Inhibits growth of bacteria
within the filter cartridge

Manufactured by:

BRITA CORPORATION
WEST GERMANY

Distributed by:

BRITA (USA) INC.

1221 Broadway
Oakland, CA 94612-1888

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

This filter is only to be used with municipi-
pally treated tap water or well water that is
regularly tested to be microbiologically
safe.

Contents: One cartridge and one filter head.
Disposal: Wrap used cartridge in paper
and dispose in trash.

E.P.A. Reg. No. 54625-1

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

Patent No. 4306971

CAUTION

Keep out of reach of children.

ACCEPTED

APR 27 1989

Under the Federal Insecticide, Fungicide, and
Rodenticide Act, as amended, for the
pesticide registered under
EPA Reg. No. 54625-1

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3.1.12

(#1)

FILTER BOX
BACK PANEL

ACCEPTED
APR 27 1989
Under the Federal Insecticide, Fungicide, and
Rodenticide Act, as amended, for the
pesticide registered under
EPA Reg. No. 54625-1

MANUFACTURERS LIMITED WARRANTY

BRITA (USA) INC. warrants to the original consumer purchaser that FOR THE PERIOD OF THIRTY (30) DAYS from date of purchase, the filter, when used strictly in accordance with Instructions, has the effect on municipally treated, potable tap water described in the enclosed literature. In the event, the purchaser finds that the product fails to perform in accordance with these claims, return the filter to the store it was bought from with the valid purchase receipt and the filter will be replaced at no charge.

To the extent permitted by local law, this warranty is in lieu of any other warranty, express or implied, including any implied warranty of merchantability or fitness, and precludes any other obligation on the part of the manufacturer, distributor, or dealer including any liability for special, incidental or consequential damages.

This warranty gives you specific legal rights, and you may also have other rights which vary from State to State.

A product of BRITA GmbH, D-8204 Taunusstein, West Germany



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#1

FILTER BOX
LID PANEL

INSTRUCTIONS:

Remove filter from polybag,
soak in cold water for 15 minutes,
place firmly in hole in reservoir.
If the filter ever dries out,
resoak for 15 minutes. This
filter can process up to 35 gallons,
replace every 1 to 2 months.
For maximum efficiency, process no
more than 2 to 3 gallons daily.

ACCEPTED
APR 27 1989
Under the Federal Insecticide, Fungicide, and
Rodenticide Act, as amended, for the
pesticide registered under
EPA Reg. No. 54625-1

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FILTER BOX
SIDE PANELS

#1



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APR 27 1989

Under the Federal Insecticide, Fungicide, and
Rodenticide Act, as amended, for the
pesticide registered under
EPA Reg. No. 59625-1

BEST AVAILABLE COPY

The logo for the Brita Water Filter System. It features a square grid of small circles on the left, followed by the word "BRITA" in a large, bold, serif font with a registered trademark symbol. Below this, the words "WATER FILTER SYSTEM" are written in a smaller, bold, sans-serif font.

Just Add Tap Water--

Admission: \$5.00
Cash: \$1.00
Ex: \$1.00

BRITAIN
FOR THE

ACCEPTED

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ACCEPTED

Better Taste With The Brita Water Filter System

Brita Water tastes better. Gone is the heavy chlorine taste you find in some tap water. Right away, you'll notice the refreshing difference in tea, coffee and ice cubes.

And, foods have more flavor when cooked in Brita Water.

Are you thirsty for great tasting water? Fill your glass with Brita Water and taste why...drop for drop, Brita makes it better.

 **BRITA®**

FOR THOSE WHO CARE ABOUT GOOD TASTE.

BEST AVAILABLE COPY

The logo for the Brita Water Filter System. It features a square grid of small circles on the left, followed by the word "BRITA" in a large, bold, serif font with a registered trademark symbol. Below this, the words "WATER FILTER SYSTEM" are written in a smaller, bold, sans-serif font. The entire logo is set against a dark, textured background.

DELUXE

BRIEF

ACCEPTED

27-1989

59625-1

BREITA WATER FILTER
FACTORY INC.
P.O. BOX 1000
BOSTON, MASSACHUSETTS 02117
TEL: 617-552-1234
FAX: 617-552-1235
BREITA USA, INC.
MADE IN CANADA

Contents: One copy of the
Water Pollution Control
EPA Form 400-1 (25)
EPA Form 400-2 (25)
Form 400-3 (25)
See enclosed instructions
For Use

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ACCEPTED

APR 27 1989

Under the Federal Insecticide, Fungicide, and
Rodenticide Act, as amended, for the
pesticide registered under
EPA Reg. No. 596-25-1

Better Taste With The Brita Water Filter System

Brita Water tastes better.
Gone is the heavy
chlorine taste you find
in some tap water. Right
away, you'll notice the
refreshing difference in
tea, coffee and ice cubes.

And, foods have more flavor
when cooked in Brita Water.

Are you thirsty for great
tasting water? Fill your glass
with Brita Water and taste
why...drop for drop, Brita
makes it better.



 **BRITA®**

FOR THOSE WHO CARE ABOUT GOOD TASTE.

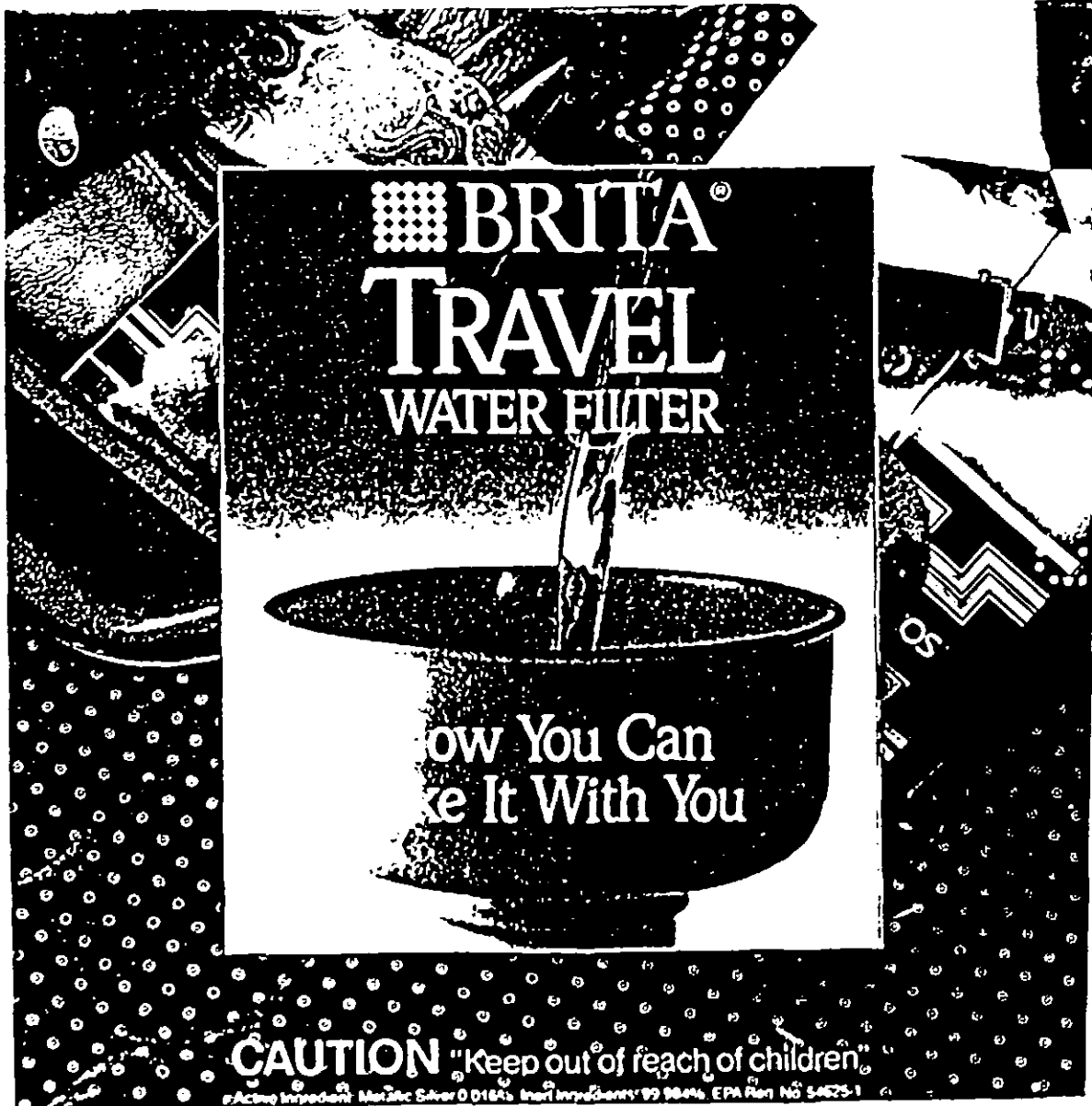
TRAVEL CONTAINER
FRONT PANEL

ACCEPTED

APR 27

Under the
Federal Insecticide, Fungicide, and
Rodenticide Act, as amended, for the
pesticide registered under
EPA Reg. No. 4-4625-1

#4

The advertisement features a central white rectangular panel with a black border. Inside the panel, the text "BRITA®" is at the top, followed by "TRAVEL" in large, bold, serif letters, and "WATER FILTER" in smaller, bold, sans-serif letters. Below the text is an illustration of a water filter pitcher with water being poured from its spout into a dark, rounded container. The background of the entire advertisement is a dark, textured surface with a repeating pattern of small white circles. To the left and right of the central panel, there are stylized, high-contrast illustrations of a person's face and a person's body, respectively, both appearing to be part of the product's design or packaging.

BRITA®
TRAVEL
WATER FILTER

Now You Can
Take It With You

CAUTION "Keep out of reach of children."

Active Ingredient: Metallic Silver 0.016%, Inert Ingredients 99.984%, EPA Reg. No. 4-4625-1

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TRAVEL CONTAINER
SIDE PANEL

ACCEPTED

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Under the Federal Insecticide, Fungicide, and
Rodenticide Act, as amended, for the
pesticide registered under
EPA Reg. No. 54625-1

#4

NOW YOU CAN TAKE IT WITH YOU

Take the Brita Travel Water Filter with you
when you travel and enjoy great tasting water
anytime!



The Brita Travel Water Filter is easy
to pack with a soft unbreakable
plastic funnel and a resealable
carrying pouch to protect your
clothes and keep the Brita Filter
ready to produce the same great,
fresh tasting water you enjoy
at home with your regular Brita
System.

Just drop the patent-
ed Bacteriostatic
Filter into
the travel
funnel,
place over

any pitcher or glass and fill
the funnel with tapwater.

CONTENTS:

ONE BRITA WATER FILTER,
One Bacteriostatic Water Filter Unit.

ACTIVE INGREDIENT METALLIC
SILVER* 0.016%

INERT INGREDIENTS 99.984%

*Inhibits growth of bacteria within the
filter cartridge.

BRITA (USA) INC.

1221 Broadway

Oakland CA.

94612 1888

MADE IN CANADA

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

EPA Reg. No. 54625-1

EPA Est. No. 54811 WG 001



PATENTED FILTER

Eliminates 90% lead &
copper

Inhibits bacteria
growth in filter

Softens water without
sodium

Removes chlorine taste
& odor

(Insert)

is only to be used
with municipally treated tap
water or well water that is
regularly tested to be micro-
biologically safe. See enclosed
"Instructions for Use."

* INSERT: This filter can process
up to 35 gallons and

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ACCEPTED

1 - 27 1966

Under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, for pesticide registered under EPA Reg. No. 54625-

BETTER TASTE WITH BRITA

✓ Brita water tastes better. Gone is the heavy chlorine taste you find in some tapwater. You'll notice a refreshing difference in tapwater, tea and coffee.

Why leave great tasting water at home? Now you can take it with you.

**IT'S EASY,
IT'S PORTABLE
AND IT TASTES
GREAT**

Brita makes it easy. No more buying expensive, imported water or taking a chance on the local supply. Just pour from the tap, and the water flows quickly through the patented Bacteriostatic



*Coffee, Tea and Juices
have new flavor*

Filter, and it's ready to enjoy!

*Water was
never so good*



BRITA

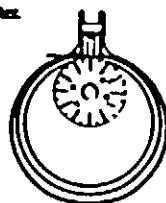
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INSTRUCTIONS SHEET

BRITA WATER FILTER SYSTEM INSTRUCTIONS FOR USE

1. Unpack the filter.
2. Soak the filter in cold tap water for at least fifteen minutes. If filter ever dries out, please re-soak for fifteen minutes.
3. Thoroughly wash reservoir, pitcher and lid.
4. Push the filter firmly into the opening in reservoir.
5. Dial indicator will fit on top of filter.

STANDARD Turn dial to indicate the half month in which the filter is located (see diagram). From January to a month later, a quick glance will tell that a replacement filter is due. 1 to Jan. 1st, the notch between 1 and 2 to Jan. 15th, 2 to Feb. 1st, etc.



DELUXE (GLASS) Set the dial indicator to the arrow in the bottom of the reservoir.

6. Place System in sink and fill the reservoir with tap water. Filtration takes place as water passes through the filter. During transportation, carbon dust or small particles may occur. These are harmless, simply use the first two pitchers for your plants or flowers (or pour out).
7. Immediately after use, refill the reservoir. It is important that the filter is always moist and the bottom is always in contact with the water.

TRAVEL FILTER Follow the same instructions except "5", use any pitcher or glass and store the wet filter in the resealable pouch to keep moist and protect your clothes.

CAUTION: Keep out of the reach of children.

DISPOSAL: Wrap used filter in paper and put in trash. For maximum efficiency, you can process 2 to 2 1/2 gallons (8 to 10 liters/US) daily without diminishing the filter's ability to remove impurities from water.

A filter can process up to 35 gallons (140 liters). The average family should replace filters every 1 to 2 months (above results and efficiency obtained may vary according to composition of local tap water supplies).

This filter is only to be used with municipally treated tap water or well water that is regularly tested to be microbiologically safe; do not attempt to purify untreated raw water.

Contents: One bacteriostatic Brita Water Filter unit.
ACTIVE INGREDIENT: METALLIC SILVER* 0.016%
INERT INGREDIENTS: 99.984%

*Inhibits growth of bacteria within the filter cartridge

E.P.A. Reg. No. 54625-1 E.P.A. Est. No. 54811-TVC-001
Patent # 4,304,971 Copyright 1988 BRITA

Use only Brita replacement filters which are available in a wide variety of stores. For the store nearest you, please call 1-800-537-2823.

BRITA®
WATER FILTER SYSTEMS

BRITA (USA) INC.
1221 Broadway, Oakland, CA 94612-1000



Contains Activated Silverized Carbon And Ion Exchange Resin.



The average family should replace filters every 1 to 2 months (results and efficiency obtained may vary according to composition of local tap water supplies).

Why not enjoy better tasting water right away? Fill your glass with Brita Water, and taste why...drop for drop.

Brita makes it taste better.

100%

MONEY BACK

GUARANTEE

ENJOY THE TASTE OF BRITA® IN THE COMFORT OF YOUR OWN KITCHEN AND, IF YOU'RE NOT TOTALLY SATISFIED, RETURN YOUR BRITA® (ALONG WITH BOX AND PROOF-OF-PURCHASE) ANY TIME WITHIN THE NEXT 30 DAYS FOR A 100% "GUARANTEED MONEY BACK" REFUND

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ACCEPTED

Under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, for the pesticide registered under EPA Reg. No. 54625-1

#5