

PM 31 54625-1

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US ENVIRONMENTAL PROTECTION AGENCY OFFICE OF PESTICIDES PROGRAMS REGISTRATION DIVISION (TS-767) WASHINGTON, DC 20460	EPA REGISTRATION NO. 54625-1	DATE OF ISSUANCE JAN 20 1995
	TERM OF ISSUANCE	
	NAME OF PESTICIDE PRODUCT Brita Water Filter	

NOTICE OF PESTICIDE: ☐ REGISTRATION  
☐ REREGISTRATION  
(Under the Federal Insecticide, Fungicide,  
and Rodenticide Act, as amended)

NAME AND ADDRESS OF REGISTRANT (Include ZIP code)

The Clorox Company, Inc.  
P. O. Box 493  
Pleasanton, CA 94566-0803

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.

Based on your response to the Silver Reregistration Eligibility Document, EPA has reregistered the above named product subject to the comments recorded in the succeeding paragraph. This action is taken under the authority of section 4 (g) (2) (C) of the Federal Insecticide, Fungicide and Rodenticide Act, as amended. Reregistration under this section does not eliminate the need for continual reassessment of pesticides. EPA may require submission of data at any time to maintain the registration of your product. Make the following labeling changes before you release the product for shipment:

- Place the statement, "Keep Out of Reach of Children" directly above the signal word "Caution".
- The correct EPA Registration number for this product is "54625-1".
- The correct EPA establishment number for this product is "54811-CN-001" as it currently appears on the product labeling.
- Revise the subheading "Instructions" to read as follows: "Directions for Use".

☐ ATTACHMENT IS APPLICABLE

SIGNATURE OF APPROVING OFFICIAL

DATE

29711  
e. The "Net Contents" statement should read as follows:  
" Net Contents: One Bacteriostatic Water Filter  
Cartridge".

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

Submit one copy of the final printed labeling before releasing the product in channels of trade with the revised 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.

Sincerely,



Walter C. Francis  
Acting Product Manager (31)  
Antimicrobial Program Branch  
Registration Division (7505C)

Enclosures

**BEST AVAILABLE COPY**

BRITA's bacteriostatic filter with ion exchange resin and silverized activated carbon:

- Eliminates 93% Lead and Copper
- Reduces Chlorine Taste, Odor and Sediment
- Softens water
- Reduces scale & scum in appliances

**INSTRUCTIONS:**

1. Hand wash pitcher, lid and reservoir with a mild detergent.
2. Soak the filter in cold water for 15 minutes to activate the ion exchange resin.  
If filter ever dries out, resoak for 15 minutes.
3. Hold filter under cold running tap water for a few seconds.
4. Insert filter into reservoir by lining up groove in filter with notch in reservoir. Press down firmly to ensure tight seal.  
(Note: This unit uses only the filter model packed with the unit. Previous filter models will not fit correctly.)
5. Place calendar dial on top of filter and push firmly.
6. Set the blue tab into the current month.
7. Hold system under faucet and fill reservoir with cold tap water (filtration occurs as tap water passes through the Brita filter). Note: Do not use hot water.
8. It is normal for carbon dust to appear in your first 1 or 2 pitchers. Use this water for your plants or discard.
9. After each use, refill the reservoir. It is important that the bottom of the filter always be in contact with the filtered water to keep from drying out.
10. Wash pitcher, lid, and reservoir periodically.
11. For maximum efficiency, process no more than 2 gallons (4 pitchers) daily.

**FILTER REPLACEMENT:**

Filter replacement is essential for the product to perform as represented. The average family should replace filter every 35 gallons (70 pitchers) or 2 months, whichever comes first.

For questions or comments, call 1-800-24-BRITA.  
For the store nearest you, call 1-800-44-BRITA.

53001-5

**BRITA®**  
**WATER/FILTER**

**BRITA®**

**Eliminates  
93% of LEAD**  
NSF Certified

PRINTED IN CANADA

**Filter - Single-Pack  
Panel 4  
Side**

ACCEPTED  
JAN 20 1995

**Filter - Single-Pack  
Panel 1  
Front**

54625-1

**BRITA**

## GREAT TASTE:

- The Brita Water Filter System makes crisp, fresh tasting drinking water.
- Reduces chlorine taste, odor, and sediment.
- Makes it a pleasure to drink the recommended 8 glasses of water a day.



## 93% LEAD AND COPPER REDUCTION

- Brita eliminates 93% of Lead and Copper. Lead in tap water occurs primarily from corrosion of lead solder, brass faucet fixtures, and lead pipes in the household plumbing system. Copper in tap water occurs primarily from corrosion of copper pipes in the household plumbing system.

## MANY USES



Drinking Water



Cooking



Coffee & Tea



Juices & Drink Mixes



Cats & Dogs

## MANY PLACES



Home



Work



Vacation Home



RVs & Campers



School & College

Filter replacement is essential for the product to perform as represented. The average family should replace filter every 35 gallons (70 pitchers) or 2 months, whichever comes first.

## THIS FILTER FITS ALL BRITA SYSTEMS

### ACTIVE INGREDIENT:

METALLIC SILVER\*

### INERT INGREDIENTS

\*Inhibits growth of bacteria within the filter cartridge

Made in CANADA by ERTI Limited  
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 labelling.

0016%  
99.984%

The Brita Replacement Filter (Model #0803) has been tested and certified by NSF International for:

Standard No. 53 Health Effects

■ Lead Reduction  
Standard No. 42 Aesthetic Effects

■ Taste, Odor, and Chlorine Reduction Class I

■ Particulate Reduction Class V

■ Bacteriostatic Effects

■ Copper Reduction

■ Zinc Reduction



COMPONENT

Use with cold water only

This product inhibits the growth of bacteria in the filter to prolong the life of the filter.

This product is designed to remove objectionable tastes, odors, and color from municipally treated tap water.

This filter is only to be used with municipally treated tap water or well water that is regularly tested to be microbiologically safe (Max. 85°F).

Contents: One bacteriostatic water filter unit.

Disposal: Wrap used filter in paper and dispose in trash.  
EPA Reg. No. 540251 EPA Est. No. 54811 CN-001  
Filter Patent No. 4,895,648

**CAUTION:** Keep out of reach of children.

Filter - 3-Pack  
Panel 3  
Back

**BEST AVAILABLE COPY**

540

54625

After  
2 months or  
whichever  
comes first

REPLACEMENT FILTERS

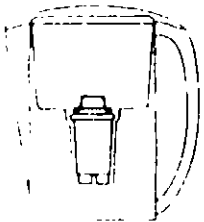
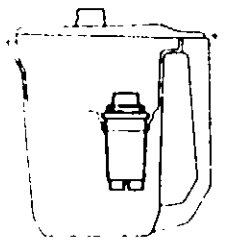
FILTER FITS ALL BRITA SYSTEMS

3  
PACK

Change  
filters  
regularly

FILTER FITS  
ALL BRITA SYSTEMS

■ NSF 42, 401, 53 (PFOE)



**BRITA**  
WATER FILTER SYSTEM

3-PACK  
REPLACEMENT  
FILTERS



BRITA's bacteriostatic filter exchange resin and silverized carbon:

- Eliminates 93% Lead and Cadmium
- Reduces Chlorine Taste, Odor
- Softens water
- Reduces scale & sludge buildup

INSTRUCTIONS:

1. Hand wash pitcher, lid and reservoir.
2. Soak the filter in cold water for 15 minutes to activate the ion exchange resin. If filter ever dries out, resoak for 15 minutes.
3. Hold filter under cold running water for 30 seconds.
4. Insert filter into reservoir by the filter with the arrow pointing down. Do not force it in.
5. Make calendar dial on top of filter.
6. Set the blue tab into the corner.
7. Hold system under faucet and fill. Tap water (if tap water occurs through the filter) filter 10 water.
8. If you have a problem with the filter, use the water for 10 days.
9. After each use, lift the reservoir, place the bottom of the filter in water with the filtered water to keep.
10. Wash pitcher, lid, and reservoir.
11. For maximum efficiency, replace filters 4 times a year.

FILTER REPLACEMENT

Filter replacement is required every 2 months or 200 gallons of filtered water, whichever comes first.

For questions or comments, call 1-800-4-A-BRITA or write to Brita Water Filtration Systems, Inc., P.O. Box 100, Shelton, CT 06484.

Filter - 3-Pack  
Panel 4  
Side

BRITA WATER SYSTEMS

BEST AVAILABLE COPY



Filter - 3-Pack  
Panel 1  
Front

Filter - 3  
Panel  
Side

# BRITA WATER FILTER



## ACTIVE INGREDIENT:

METALLIC SILVER\* 0.016%  
INERT INGREDIENTS 99.984%

\*inhibits growth of bacteria  
within the filter cartridge

Made in CANADA by BRITA Limited  
Distributed by BRITA (USA) Inc.  
1221 Broadway, Oakland, CA 94612 1668

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

This product inhibits the growth of bacteria  
in the filter to prolong the life of the filter.

This product is designed to remove  
objectionable tastes, odors, and color from  
municipally treated tap water.

This filter is only to be used with municipally treated  
tap water or well water that is regularly tested to be  
microbiologically safe (Max. 85°F).

Contents: One decontaminated water filter unit.

Disposal: Wrap used filter in paper and discard in trash.

E.P.A. Reg. No. S-4625-1

E.P.A. Est. No. S-4811 CN 001

Filter Patent No. 4,895, 645

The Brita Replacement Filter Model #080 has been  
tested and certified by NSF International Inc.

Standard No. 53 Health Effects

■ Lead Reduction

Standard No. 42 Aesthetic Effects

■ Taste, Odor, and Chlorine Reduction (Class 1)

■ Particulate Reduction (Class 1)

■ Bacteriostatic Effect

■ Copper Reduction

■ Zinc Reduction



CAUTION: ...  
out of reach of children.

© 1995 BRITA

Filter - Single-Pac  
Panel 2  
Side

ON 20 1995

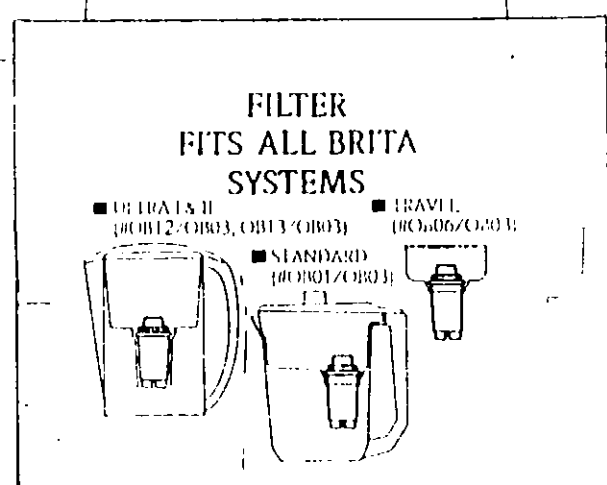
Filter - Single-Pack  
Panel 3  
Back

54625-1

JAN 20 1995

RECEIVED  
MILITARY COMMENTS  
in EIA and Dated

After  
35 gallons or  
two months,  
whichever  
comes first



Change  
filters  
regularly

Filter - Single-Pack  
Inside Top Flap

Filter - Single-Pack  
Panel 5  
Top

Filter - Single-Pack  
Inside Top Flap

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