

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

NOV 22 1996

J. Evelyn Lawson
Brita Products Company
c/o PS&RC
P.O. Box 493
Pleasanton, CA 94566-0803

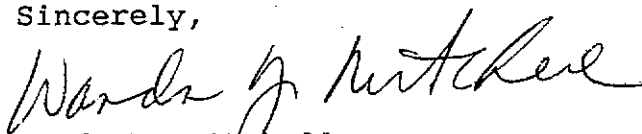
Subject: Brita Water Filter
EPA Reg. No. 54625-1
Notification Per PR-Notice 95-2

Dear Ms. Lawson:

This will acknowledge receipt of your notification, for non-mandatory label text, submitted under the provisions of FIFRA section 3 (c) 9. Based on a review of the submitted material, the following comment applies.

The application is acceptable and the notification has been made a part of the records for this file.

Sincerely,



Wanda Y. Mitchell
Notification Coordinator
Antimicrobial Program Branch
Registration Division (7505)

CONCURRENCES

SYMBOL							
SURNAME							
DATE							



United States
Environmental Protection Agency
Washington, DC 20460

☐ Registration
☐ Amendment
☒ Other

OPP Identifier Number

243625

Application for Pesticide - Section I

1. Company/Product Number 54625-1	2. EPA Product Manager Marion Johnson	3. Proposed Classification ☒ None ☐ Restricted
4. Company/Product (Name) BRITA Water Filter	PM# 31	
5. Name and Address of Applicant (Include ZIP Code) Brita Products Company c/o PS&RC P.O. Box 493 Pleasanton, CA 94566-0803 ☐ Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar to the composition and labeling to: EPA Reg. No. 3422-56 Product Name	

Section - II

☐ Amendment - Explain below.	☐ Final printed labels in response to Agency letter dated
☐ Resubmission in response to Agency letter dated	☐ "Me Too" Application.
☒ Notification - Explain below.	☐ Other - Explain below.

Explanation: Use additional page(s) if necessary. (For section I and Section II.)

Notification of non-mandatory text for filter and system box insert.

Additional language is underlined. Five copies of the label are enclosed.

Section - III

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

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)			
Name J. Evelyn Lawson	Title Regulatory Compliance Specialist	Telephone No. (Include Area Code) (510) 847-6842	
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.			6. Date Application Received (Stamped)
2. Signature <i>J. Evelyn Lawson</i>	3. Title Regulatory Compliance Specialist		
4. Typed Name J. Evelyn Lawson	5. Date October 30, 1996		

3/3

NOTIFICATION
NOV 22, 1996

After
35 gallons or
two months,
whichever
comes first

FILTER
FITS ALL BRITA
SYSTEMS

STANDARD PITCHER



STANDARD PITCHER



STANDARD PITCHER



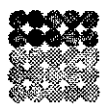
Filter - _____ Pack
Panel 4
Side



BRITA

WATER FILTER

FILTER FITS ALL BRITA SYSTEMS



BRITA

WATER FILTER

PACK

Change
filters
regularly

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

On box or insert:
IMPORTANT: Use only BRITA filters in this unit. Brita's specially treated bacteriostatic filters are essential for this product to perform as designed to perform as:

- Registered with the EPA
- Certified by NSF International
- Guaranteed by Brita

DIRECTIONS FOR USE:

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

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.
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 intended. 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.

Filter - _____ Pack
Panel 1
Front



BRIT

WATER FI

GREAT T

■ The Brita Filter

■ Reduces Chlorine

■ Makes the water

93% LEAD

■ It's the cleanest

■ Great taste

■ Guaranteed

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