



# SYNCHROSINA CREATIVE SERVICES

[www.synchronosina.net](http://www.synchronosina.net)

Mr. Don Knauss, Chairman & CEO

The Clorox Company

1221 Broadway

Oakland, CA 94612

June 12, 2008

Dear Mr. Knauss,

Synchronosina Creative Services believes strongly that increased recycling is key to reducing landfill waste and improving the Earth's health. That's why we're asking the Clorox Company to help keep Brita water filter cartridges out of landfills in America.

Many of our clients use Brita water filters to avoid the waste created by one-time-use plastic water bottles. However, this waste reduction simply isn't enough. Take Back the Filter estimates that if 50 billion water bottles were replaced with Brita filter systems, 167 million plastic filter cartridges would end up in US landfills. That's merely trading one kind of throwaway plastic for another.

It is our understanding that Brita filters in Europe are recycled thanks to a robust collection and recycling system set up by the Brita company. We urge Clorox to follow that pre-existing model. Where US recycling facilities are not capable of recycling these filters, we look to Clorox to provide the Earth-friendly leadership that is needed here.

Clorox has made positive strides in creating products that environmentally-conscious consumers can be proud of. Please continue the work to make the Earth a better place by adopting a takeback collection and recycling of used Brita filters.

Together we can make a difference.

Sincerely,

Erica Jolley-Meers

President, Synchronosina Creative Services