

# CONSUMER SERVICES

1221 Broadway • Oakland, CA 94612 / Mailing Address: P.O. Box 24305 • Oakland, CA 94623-1305

March 13, 2008

Ms. Elizabeth Terry  


Reference Number: 5293748

Dear Ms. Terry,

Thank you for contacting us about Brita Pour Through - Filter - 1 pack. We always appreciate hearing from our consumers.


Since the Brita filtering mechanism that reduces heavy metals cannot be recycled, the filters themselves are not recyclable using available technology. However, we would like to point out that Brita is a much greener alternative to drinking bottled water. One pour through filter can effectively replace 300 standard bottles of water (16.9 oz). It might surprise you to learn that in 2006 Americans used about 50 billion plastic water bottles. However, plastic's recycling rate is only 23%, which means 38 billion plastic water bottles were not recycled last year.

We encourage you to join us in reducing plastic bottle waste. Please take a moment to visit [www.filterforgood.com](http://www.filterforgood.com) and learn how you can help reduce bottled water waste through pairing Brita water with reusable bottles.

I hope this information reassures you that the people at Brita share your concern for the environment. If you should have any other questions about the Brita water filter system, please don't hesitate to contact us again.

Again, thank you for contacting us.

Sincerely,



Rachel Roberts  
Consumer Response Representative  
Consumer Services