



NEWS RELEASE

# Brita Introduces New Filter Certified To Remove 99 Percent of Lead\* For Up To Six Months\*\*

3/7/2017

New Brita Longlast™ Filter Fits Most Existing Brita® Pitchers

; Removes 99% of Lead\* and Lasts Three Times Longer Than Standard 40 gallon filters

OAKLAND, Calif., March 7, 2017 /PRNewswire/ -- Brita has introduced Brita Longlast™, a new filter that is certified to remove 99 percent of lead from tap water for up to 120 gallons\* – roughly equivalent to six months\*\* of use from an average family.

The new Brita Longlast Filter marks a major step for the water filtration company, as Brita pitchers with Longlast filters reduce the contaminants people are most concerned about, including lead, asbestos and cadmium impurities\*, while lasting three times longer than the standard 40 gallon Brita filter. And even as people can now trade-up to this filter, they won't have to trade-in their pitchers, as Longlast is compatible with almost all existing Brita designs^.

"This innovation will allow Brita to have a real impact on the water in people's communities and their homes. We've seen increased concerns about contaminants in water systems across the country," said Brita General Manager Ed Huber. "The Longlast filter is not only certified to remove lead from tap water, but will do it for up to six full months – giving people an effective, long-lasting solution for providing their family with cleaner, better tasting drinking water."

## What It Filters

The new Brita Longlast Filter is certified by the Water Quality Association, an independent testing agency that is the industry standard for water filtration products, to reduce the heavy metals lead and cadmium, the industrial pollutants asbestos and benzene, and chlorine, which causes bad taste and odor in tap water\*.

Brita's new Longlast filter is available now on **Amazon** for a suggested retail price of \$18.99 for one and \$34.99 for two. For more information about Brita products, visit **Brita.com**.

## About Brita

Brita® markets a variety of products, including water pitchers, faucet filters and bottles, that make it easy to get cleaner, great tasting water from any tap. Brita products are marketed by The Clorox Company (NYSE: CLX), a leading multinational manufacturer and marketer of consumer and professional products with about 8,000 employees worldwide and fiscal year 2016 sales of \$5.8 billion.

NYSE: CLX

CLX-B

**\*Certified by WQA. Substances reduced may not be in all users' water.**

\*\* \*Based on 120 gallon filter life & average family usage of 11 glasses per day

\*\*\* Substances reduced may not be in all users' water

^ Not compatible with Brita Steam or Brita Infinity

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/brita-introduces-new-filter-certified-to-remove-99-percent-of-lead-for-up-to-six-months-300418048.html>

SOURCE Brita