



Pitcher Filtration Solutions for Lead Service Line (LSL) Replacement

From the #1 brand in water filtration^{\$}

- The EPA Lead and Copper Rule Improvements (LCRI) requires service line inventories by October 2024, impacting an estimated 9.2 million U.S. lead service lines, and mandates a 6-month pitcher filter after LSL replacement.¹
- The Lead and Copper Rule Improvements (LCRI) proposed by EPA in December 2023,
 - Mandates 10% of lead service line replacements annually with limited exceptions
 - Lowers lead action level exceedance from 15 ppb to 10 ppb
 - Requires communities to make pitcher filters available to residents if lead action level is exceeded three times in 5-year period.²
- Multiple funding sources, such as the Bipartisan Infrastructure Law, are available for LSLR programs and include provisions for funding pitcher filters.³

Brita is the best fit!

Our Brita Pacifica Elite™ System is NSF certified for lead reduction[†] AND each filter lasts for 6 months.^{††}



Pour-Through Filter

Certified to NSF/ANSI Standard 53 for lead reduction

Certified to NSF/ANSI Standard 53 for PFOA/PFOS reduction*

Meets 6-month EPA LCRR/LCRI filtration requirement with a single filter

Filter life

Volume-based electronic filter life indicator

Maintains fluoride**

Brick & mortar distribution for easy filter repurchasing

Recyclable[‡]



Lasts 6 Months
Brita Elite™



Lasts 6 Months
Pur Plus



Lasts 6 Months
Zero Water

120 gal
6 mo

40 gal
2 mo

15 gal
3 wk

*Evaluated to the 2021 version of NSF/ANSI Standard 53 (1500 ppt to <70 ppt). See performance data sheet at [brita.com](https://www.brita.com) for more details.

**Manufacturer-claimed reduction

‡Brita Elite™ is recyclable by TerraCycle®. Product recyclable by mail. Limited availability. Visit www.brita.com/recycling for more information.

Why is a volume-based indicator important?

Water usage can vary significantly from family to family. Our volume-based indicator takes the guesswork out of filter replacements with a clear, easy-to-read signal when it's time to change the filter.

1. Source: EPA LCRI Fact Sheet

2. Source: <https://www.federalregister.gov/documents/2023/12/06/2023-26148/national-primary-drinking-water-regulations-for-lead-and-copper-improvements-lcri>

3. Source: EPA Memorandum March 28, 2022

\$Based on IRI Sales Data, 52 weeks ending April 28, 2024, MULO-P Water Filtration Category.

†See performance data sheet at [brita.com/performance-data](https://www.brita.com/performance-data) for details.

††Timing based on 120 gal certified filter life and average household usage of 11 cups per day.

**Learn more about how we
can help at [Brita.com/Muni](https://www.brita.com/Muni)**



Your Partner for the Lead and Copper Rule Improvements

Working on LSL Replacements?
Choose the Only Pitcher Filter
That Lasts 6 Months^{##}

**NSF Certified
for Lead Reduction^{\$\$}**



^{##}Timing based on 120 gal. certified filter life and average household usage of 11 cups per day.
^{\$\$}Brita Pacifica pitcher with Elite filter. See Performance Data Sheet at brita.com.