

*{All text in brackets [xxx] is optional and may or may not be included on a final label.}
{All text in braces {xxx} is administrative and will not appear on a final label.}*

Swimming Pool Product Z
Controls bacteria and algae in swimming pool waters

Granules

DOMESTIC

ACTIVE INGREDIENT:

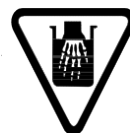
Available chlorine present as Sodium dichloro-s-triazinetrione..... 39.00%

REG. NO. 32923 P.C.P. ACT

DANGER



POISON



CORROSIVE

DANGER - CORROSIVE TO EYES AND SKIN
POTENTIAL SKIN SENSITIZER

IRRITANT, DANGEROUS GAS FORMED WHEN MIXED WITH ACID

READ THE LABEL BEFORE USING

KEEP OUT OF REACH OF CHILDREN

KIK HOLDCO COMPANY INC.
33 MacIntosh Blvd.
Concord, ON L4K 4L5
1-888-640-7946

Net [Weight] [Contents]: *{as indicated on container}*
{Directions to be used for superchlorination/shock. Option A}

SWIMMING POOL SHOCK

{To maintain brand segmentation, two sets of marketing statements are provided to maintain separate brand identity.}

{One of the following two paragraphs will be used on the label.}

[This fast-acting premium 6-in-1 shock product is easy to use and performs multiple, important maintenance functions. When used as directed, **Swimming Pool Product Z** effectively:

- Kills bacteria and algae [and protects against algae growth].
- Destroys organic contaminants [(such as) [body and suntan oils] [body oils] [suntan oils], [sweat] [perspiration], lotions and urine)] that cause cloudy water, musty odours and eye irritation]

[Because it dissolves rapidly and is multifunctional, this product works fast and effectively, allowing swimming to resume in as little as 15 minutes.*]

{or}

[**Swimming Pool Product Z** contains an oxidizer, clarifier, filtration enhancer and pH buffers to provide brilliantly clear water with no cloudy residue and without increasing pH like ordinary shock products.] [**Swimming Pool Product Z** is suitable for use in vinyl, plaster, [PebbleTec®], [aggregate], painted plaster, coloured plaster, and fibreglass pools. **Swimming Pool Product Z** will not discolour swimming pool surfaces when used as directed.]

[**Swimming Pool Product Z** provides the solution for brilliant, clear, and inviting pool water and is suitable for all pool types.]

DIRECTIONS FOR USE:

[Make sure all pool equipment is working properly, including pump, filter, skimmer and heater. Backwash filter following manufacturer's directions [to ensure adequate circulation]. Check alkalinity, pH and calcium hardness daily with a test kit or test strips. When using other products as outlined in directions for this product, always follow directions on those products.]

Parameters	Plaster Pools	Vinyl or Fibreglass Pools
Free available chlorine (or bromine)	1.0-3.0 ppm	1.0-3.0 ppm
pH	7.2-7.6	7.2-7.6
Total alkalinity	80-125 ppm	125-150 ppm
Calcium hardness	200-275 ppm	175-225 ppm

IMPORTANT NOTE: DO NOT pre-dissolve SWIMMING POOL PRODUCT Z. As with other shock products, DO NOT apply through skimmer or chemical feeding device as other chemicals may be present that could result in a violent reaction.

Routine Maintenance:

1. [With pump running, pour [from 1 m high or less] 400 g of SWIMMING POOL PRODUCT Z per 40,000 L of pool water, directly into pool around edges.] *{and/or}* [For small vinyl pools, with pump operating, apply 40 g of SWIMMING POOL PRODUCT Z per 4,000 L directly into pool**.]
2. To prevent damage to pool surface, use an appropriate pool brush to disperse any undissolved granules that may have settled to the bottom of the pool.
3. Wait at least 15 minutes after product application, then test chlorine level prior to entering pool.
4. Operate pump and filter continuously for 4-8 hours.
5. For best results, apply product weekly as part of your maintenance routine.

If Algae is Present:

1. Vacuum leaves and any other foreign debris from pool. Brush visible algae thoroughly from pool's surface with a surface-compatible brush.
2. [With pump running, pour [from 1 m or lower] 400 g of SWIMMING POOL PRODUCT Z per 40,000 L of pool water, directly into pool water in areas of heaviest algae growth, brushing any undissolved product.] *{and/or}* [For small vinyl pools, with pump operating, apply 40 g of SWIMMING POOL PRODUCT Z per 4,000 L directly into pool, brushing any undissolved product **.]
3. Operate pump and filter continuously for 24 hours.
4. After 24 hours, repeat brushing of pool surfaces.
5. Do not enter the pool until the free available chlorine residual is 1-3 ppm.
6. If necessary repeat the treatment.

[**Use a clean, dedicated spoon to dose the appropriate amount of product into the pool. Keep the dosage spoon stored out of reach of children.]

***TEST CHLORINE LEVEL PRIOR TO RE-ENTRY. RE-ENTRY INTO TREATED SWIMMING POOLS IS PROHIBITED ABOVE LEVELS OF 3 PPM CHLORINE DUE TO RISK OF BODILY INJURY.**

{Simplified use directions to be used for swimming pool superchlorination/shock. Option B}

SWIMMING POOL SHOCK

[How?]

DIRECTIONS FOR USE:

- Test and balance water before using this product. Adjust pH to 7.2-7.6. [Backwash filter following manufacturer's directions [to ensure adequate circulation].] Visit [*website*]{or} [cloroxpool.ca] for complete pool balancing instructions.

To Shock Water [Clear]:

- Add 400 g per 40,000 L into the deepest pool area, operate filter and pump for 4 to 8 hours. [Hold bag no more than 1 m over pool surface.]
- [After 15 minutes, to] [To] prevent damage to pool surface, use an appropriate pool brush to disperse any undissolved granules that may have settled to the bottom of the pool.
- DO NOT pre-dissolve, DO NOT apply through skimmer or chemical feeder, DO NOT mix with other chemicals; a violent reaction may result.
- Wait at least 15 minutes after product application, then test chlorine level prior to entering pool. Apply more product after heavy use, high temperatures, or rain. For best results, shock pool weekly.

[To Kill Algae:

- Brush pool surfaces while filter and pump are operating.
- Add 400 g per 40,000 L directly to the pool water in areas of heaviest algae growth, brushing any undissolved product. [Hold bag no more than 1 m over pool surface.]
- Operate filter and pump for 24 hours and then repeat brushing.
- Do not enter the pool until the free available chlorine residual is 1-3 ppm.
- Product can be re-applied after 72 hours if necessary.]

***TEST CHLORINE LEVEL PRIOR TO RE-ENTRY. RE-ENTRY INTO TREATED SWIMMING POOLS IS PROHIBITED ABOVE LEVELS OF 3 PPM CHLORINE DUE TO RISK OF BODILY INJURY.**

[To Close Pool:

- [Backwash filter following manufacturer's directions [to prepare your filter for closing].]
- Add 400 g per 20,000 L into the deepest pool area while filter and pump are operating.
- To prevent damage to pool surface, use an appropriate pool brush to disperse any undissolved granules that may have settled to the bottom of the pool.
- Apply an appropriate winter [algaecide] {or} [algicide] after addition of this product.]
- [Visit [*website*]{or}[cloroxpool.ca] for complete pool closing instructions.]]

{Simplified use directions to be used for swimming pool superchlorination/shock. Option C}

DIRECTIONS FOR USE:

[Backwash filter following manufacturer’s directions [to ensure adequate circulation].] Test and balance water prior to use. Adjust pH to 7.2-7.6 [and free chlorine to 1–3 ppm]. Visit [cloroxpool.ca] [website] for free water analysis and personalized product and dosage recommendations.

Dosage	When/How To Use:
400 g per 40,000 L	TO SHOCK WATER CLEAR AND DESTROY ORGANIC CONTAMINANTS**: <i>{Optional: Enter Pictogram A and/or C in this box}</i> Broadcast in pool’s deepest area with filter and pump on. Run filter and pump for 4-8 hours. DO NOT pre-dissolve, DO NOT add through skimmer or feeder, DO NOT mix with other chemicals (a violent reaction may result). [[After 15 minutes, to] [To] prevent damage to pool surface, use an appropriate pool brush to disperse any undissolved granules that may have settled to the bottom of the pool.] RE-ENTRY: Wait at least 15 minutes after product application, then test chlorine level prior to entering pool. Enter when chlorine level is 1-3 ppm. FOR BEST RESULTS: Shock pool weekly and also after heavy use, high temperatures, or rain. Use at night to prevent sunlight degradation.
	TO KILL ALGAE: <i>{Optional: Enter Pictogram B in this box}</i> <ol style="list-style-type: none"> 1. Brush pool surfaces while filter and pump are operating. 2. Add in areas of heaviest algae growth, brushing any undissolved product. 3. Operate filter and pump for 24 hours. 4. After 24 hours repeat brushing. Product can be re-applied after 72 hours if necessary. 5. Enter when chlorine level is 1-3ppm*
400 g per 20,000 L	TO CLOSE POOL: Broadcast in pool’s deepest area with filter and pump on, brushing any undissolved product. Apply an algacide per closing directions after this product. Visit [cloroxpool.ca] [website] for complete closing instructions.

*TEST CHLORINE LEVEL PRIOR TO RE-ENTRY. RE-ENTRY INTO TREATED SWIMMING POOLS IS PROHIBITED ABOVE LEVELS OF 3 PPM CHLORINE DUE TO RISK OF BODILY INJURY.

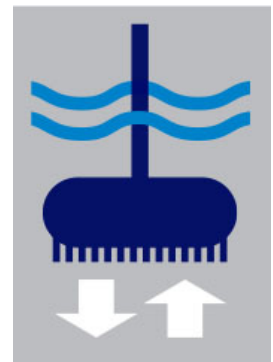
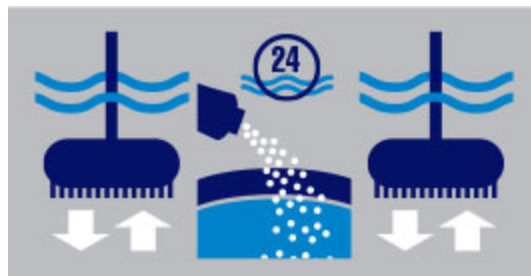
**[such as] [body and suntan oils] [body oils] [and] [suntan oils] [and] [sweat] [perspiration] [and] [lotions] [and] [urine]

[To prevent damage to pool surface, use an appropriate pool brush to disperse any undissolved granules that may have settled to the bottom of the pool.]

Pictogram A

Pictogram B

Pictogram C



{Optional abbreviated use directions & graphics for use on retail box containing 400 gram bags of product used for superchlorination. Retail box will also display complete use directions and precautionary statements on other panels when abbreviated use directions and graphics are included on retail box. Option A}

400 g bag treats 40,000 L of water.



Step One: Open a single bag of SWIMMING POOL PRODUCT Z by cutting along the dotted line with scissors.



Step Two: With pump operating, pour contents directly into pool while walking along the perimeter.



Step Three: Wait at least 15 minutes after product application, then test chlorine level prior to entering pool..

Be sure to operate your pump and filter continuously for 4 to 8 hours after adding SWIMMING POOL PRODUCT Z. [After 15 minutes, to] [To] prevent damage to pool surface, use an appropriate pool brush to disperse any undissolved granules that may have settled to the bottom of the pool. For best results, apply weekly as part of your maintenance routine. Check the back of this box for more about SWIMMING POOL PRODUCT Z including detailed directions on application and precautionary statements.

*** Re-entry into treated swimming pools is prohibited above levels of 3 ppm chlorine due to risk of bodily injury.**

{Simplified optional abbreviated use directions & graphics for use on retail box containing one pound bags of product used for superchlorination. Retail box will also display complete use directions and precautionary statements on other panels when abbreviated use directions and graphics are included on retail box. Option B}

400 g bag treats 40,000 L of water.



Step One: Open a single bag by cutting along the dotted line with scissors.



Step Two: Add 400 g to 40,000 L into the deepest pool area, operate filter and pump for 4 to 8 hours. [Hold bag no more than 1 meter over pool surface.]



- Step Three: Wait at least 15 minutes after product application, then test chlorine level prior to entering pool. [After 15 minutes, to] [To] prevent damage to pool surface, use an appropriate pool brush to disperse any undissolved granules that may have settled to the bottom of the pool.
- Apply more product after heavy use, high temperatures, or rain. For best results, shock pool weekly.
- Check the back of this box for more information, detailed application directions, and precautionary statements.

*** Test chlorine levels before re-entry. Re-entry into treated swimming pools is prohibited above levels of 3 ppm chlorine due to risk of bodily injury.**

{Directions to be used for swimming pool winterization.}

SWIMMING POOL WINTERIZATION

{To maintain brand segmentation, two sets of marketing statements are provided to maintain separate brand identity.}

{One of the following two paragraphs will be used on the label.}

[This product is a unique dual-action formulation that is the first step in an effective winterization program. [SWIMMING POOL PRODUCT Z] *{or}* [This product] both oxidizes and clarifies pool water. This quick-dissolving product is suitable for use in pools of any surface type.]

{or}

[This multipurpose formulation oxidizes, clarifies, and buffers all in one easy-to-use product, ensuring an easy spring start-up. Quick dissolving, this easy-to-use product is suitable for all pool surfaces. This unique formulation results in outstanding water clarity during the winter season and into spring start-up.]

[May be used with chlorine, bromine, ozone and ionization systems.]

IMPORTANT NOTE: DO NOT pre-dissolve SWIMMING POOL PRODUCT Z. As with other shock products, DO NOT apply through skimmer or chemical feeding device as other chemicals may be present, which could result in a violent reaction.

DIRECTIONS FOR USE:

[Backwash filter following manufacturer's directions [to prepare your filter for closing].] Use 400 g of this product for each 20,000 L of pool water. With the circulation system of the pool on, pour [from 1 m high or less] the entire dosage into the deep end of the pool. Brush any undissolved product off the surface of the pool with a surface-compatible brush.

Continue to circulate the pool for **at least** 30 minutes before proceeding to the next step in the winterization process.

It is recommended that, as part of the closing procedures, a quality winterizing algaecide be applied following the application of this product. After application of the algaecide, continue with the closing of the pool as directed by pool manufacturer or your dealer.

For mesh covered or non-covered pools, a mid-winter treatment may be required using an appropriate [AquaChem] [Pool Time] [Clorox Pool&Spa] sanitizer.

{Directions to be used for spa and hot tub oxidizing.}

SPA AND HOT TUB OXIDIZER

{To maintain brand segmentation, two sets of marketing statements are provided to maintain separate brand identity.}

{One of the following two paragraphs will be used on the label.}

[This easy-to-use multi-purpose shock is specially formulated to reduce unpleasant odours. [It is designed to correct most cloudy conditions and restore spa water sparkle.] It is compatible with ozone systems. This product enhances water comfort and stabilizes pH. [Special] [Unique] [It includes] ingredients [such as water clarifiers and filter enhancers] [that] aid the filter in removing small suspended particles to further enhance water clarity.]

{or}

[This product is specially formulated to destroy unpleasant odours, and corrects most cloudy conditions to restore spa water sparkle. It combines a blend of multiple oxidizers, water clarifiers and water-enhancing buffers. Special ingredients aid the filter in removing small suspended particles to further enhance water clarity. This product provides enhanced water clarity, improved bather comfort, and is convenient to use. It is designed to be used with all types of spa surfaces.]

{One of the following two paragraphs will be used on the label.}

[This product is convenient to use and dissolves quickly and completely. There is no pre-mixing required and no undissolved solids remain. [This product works with all surface types [and may be used with chlorine, bromine and ozone, as well as ionizers.]]

{or}

[This product dissolves quickly and completely. No pre-mixing is required. This product is pH neutral and usage will not upset spa water balance. It is formulated for use with all types of spa surfaces. [May be used with chlorine, ozone, bromine, and ionization systems.]]

IMPORTANT NOTE: DO NOT pre-dissolve SWIMMING POOL PRODUCT Z. As with other shock products, DO NOT apply through skimmer or chemical feeding device as other chemicals may be present, which could result in a violent reaction.

DIRECTIONS FOR USE:

1. Test and adjust spa water pH to 7.2–7.6 prior to application of this product.
2. Apply product when spa is not in use.
3. [Apply product at a rate of 40 g per 2,000 L.] *{or}* [Apply entire 40 g packet per 2,000 L.]{*when product sold in 40 g packets*}
4. With pump in operation, apply the entire treatment dosage at one time. Broadcast across the water's surface. To prevent damage to spa surface, use an appropriate brush to disperse any undissolved granules that may have settled to the bottom of the spa.
5. Apply directly to spa water only. Do not add through a skimmer or any automatic dispensing device.
6. Do not enter the spa until the free available chlorine residual is 3-5 ppm.
7. Add this product at least once a week. Additional applications are recommended after periods of heavy spa usage, significant rainfall or the appearance of cloudy water.

TEST CHLORINE LEVEL PRIOR TO RE-ENTRY. DO NOT RE-ENTER SPA UNTIL YOUR TEST KIT READING INDICATES A CHLORINE LEVEL BETWEEN 3-5 PPM.

PRECAUTIONS: KEEP OUT OF REACH OF CHILDREN. Fatal or Poisonous if swallowed. Harmful if inhaled. Do not breathe dust. Irritating to nose and throat. Do not get in eyes or on skin, may result in severe chemical burns. Wear goggles and rubber gloves when handling. Corrosive to eyes and skin. DO NOT get in eyes or on skin. Potential skin sensitizer. Wash hands thoroughly after handling. Remove and wash contaminated clothing.

FIRST AID: IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control centre or doctor for treatment advice. **IF ON SKIN OR CLOTHING:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control centre or doctor for treatment advice. **IF SWALLOWED:** Call poison control centre or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control centre or doctor. Do not give anything by mouth to an unconscious person. **IF INHALED:** Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth, if possible. Call poison control centre or doctor for treatment advice.

Take container, label or product name and Pest Control Product Registration Number with you when seeking medical attention. **[IN CASE OF MEDICAL EMERGENCY, CALL [1-303-623-5716] [1-877-800-5553] [1-866-366-5048].]**

TOXICOLOGICAL INFORMATION: Treat symptomatically. Probable mucosal damage may contraindicate the use of gastric lavage.

STORAGE: Keep product dry in tightly closed original container when not in use. Store in a cool, dry, well-ventilated area, away from heat, open flame, sunlight and other chemicals.

DISPOSAL: Rinse container thoroughly before discarding. Offer for recycling if available. Do not reuse empty container. For information on the disposal of unused, unwanted product, contact the Provincial Regulatory Agency or the manufacturer. Contact the manufacturer and the Provincial Regulatory Agency in case of a spill, and for clean-up of spills.

ENVIRONMENTAL HAZARDS: This product is toxic to fish. Do not discharge where it will drain into lakes, streams, ponds or public waters.

PHYSICAL AND CHEMICAL HAZARDS: CONTAINS OXIDIZING AGENTS. Do not mix with other chemicals or any other substance. DO NOT pre-dissolve or add water to this product. Always apply directly into the pool. Contamination of this product with small amounts of water or other substances may start a chemical reaction and generate heat, hazardous gas, possible fire and explosion. In case of contamination or decomposition, do not reseal [bag] [container]. Isolate [bag] [container] in open air or well-ventilated area. Flood [bag] [container] and area with large volumes of water. In case of spills, scoop up and place product in pool water, then flood spilled area with large volumes of water.

NOTICE TO USER: This pest control product is to be used only in accordance with the directions on the label. It is an offence under the *Pest Control Products Act* to use this product in a way that is inconsistent with the directions on the label.

OPTIONAL MARKETING TEXT

{Multi-Functional Claims}

[Multi-purpose [pool shock] [formula] [pool cleaner] [shock] [Oxidizes] [Oxidizer] [algaecide][Kills Algae][Prevents Algae] [Controls Algae] [Kills Bacteria][organic contaminant remover**] [clarifier][enhances filtration] [pH Balanced][improves swimmer comfort]

[All-purpose [pool shock] [formula] [pool cleaner] [shock] [Oxidizes] [Oxidizer] [algaecide][Kills Algae][Prevents Algae] [Controls Algae] [Kills Bacteria][organic contaminant remover**] [clarifier][enhances filtration] [pH Balanced] [improves swimmer comfort]

[All-in-One [pool shock] [formula] [pool cleaner] [shock] [Oxidizes] [Oxidizer] [algaecide][Kills Algae][Prevents Algae] [Controls Algae] [Kills Bacteria][organic contaminant remover**] [clarifier][enhances filtration] [pH Balanced] [improves swimmer comfort]

[Multi-functional [pool shock] [formula] [pool cleaner] [shock] [Oxidizes] [Oxidizer] [algaecide][Kills Algae][Prevents Algae] [Controls Algae] [Kills Bacteria][organic contaminant remover**] [clarifier][enhances filtration] [pH Balanced] [improves swimmer comfort]

[2][3][4][5][6][7][8] – in [1][One] [Formula][pool shock] [pool cleaner] [shock] [Oxidizes] [Oxidizer] [algaecide][Kills Algae][Prevents Algae] [Controls Algae] [Kills Bacteria] [organic contaminant remover**] [clarifier] [pH Balanced] [enhances filtration] [improves swimmer comfort]

[**[such as] [body and suntan oils] [body oils] [and] [suntan oils] [and] [sweat] [perspiration] [and] [lotions] [and] [urine]]

{Usage and Treatment Claims}

[For Pools]

[For Swimming Pool Use]

[What?] *{For use on front panel of label as a header above/beside product name.}*

[Why?] *{For use on front panel of label as a header above/beside use claims chosen from accepted label text that relates to the consumer features and benefits of product.}*

[Do Not Mix With Any Other Product]

[Do Not Mix this Product with Calcium Hypochlorite, or Any Other Product]

[TO OPEN CUT ALONG DOTTED LINE WITH SCISSORS] *{Statement to appear in upper corner of child resistant bag, when product sold in bags.}*

[Can be used in salt pools]

[Compatible with salt pools]

[For use with all pool surfaces]

[For all pool surfaces including vinyl, plaster and fibreglass]

[For all pools, including vinyl, plaster and fibreglass]

[For all pool surfaces]

[400 g treats 40,000 L]

[For use with all filter & surface types]

[Easy open] {for bottle application}

[Easy pour] {for bottle application}

[No Scissors [Required] [Needed]] {for bottle application}

[Easy Open Easy Pour Bottle]

[Resealable. Reusable. Recyclable.] {for bottle application}
 [Works Quickly to Allow Swimming in as Soon as 15 Minutes*]
 [Dissolves Completely]
 [Treats 40,000 L] {Only for use when sold in 400 g bags or containers}
 [Won't Discolour Pool Surfaces#]
 [# When Used as Directed]
 [For use in vinyl, painted, fibreglass or coloured plaster surface pools]
 [Fast-dissolving Shock Treatment]
 [Fast Dissolving]
 [Suitable for All Pool Types] {This statement alerts consumer to the fact they may use this product in above ground, in ground, indoor, outdoor, plaster, vinyl, fiberglass pools}
 [For Use In All Pool Types] {This statement alerts consumer to the fact they may use this product in above ground, in ground, indoor, outdoor, plaster, vinyl, fiberglass pools}
 [No Need to Pre-dissolve]
 [Add Directly To Pool]
 [One Bag Treats 40,000 L] {Only for use when sold in 400 g bags}
 [One Bottle Treats 40,000 L] {Only for use when sold in 400 g bottles}
 [Suitable for opening pools]
 [Suitable for pool opening and winterization]
 [Suitable for pool opening and closing]
 [* Refer to the Re-entry statement on the back panel for further guidance.]

{Kills Algae and Bacteria Claims}

[With Blue Algae-fighting Crystals]
 [Kills Bacteria]
 [Kills Bacteria and Algae]
 [Kills algae]
 [Protects Against Algae]
 [Guards Against Algae]
 [Controls Algae]
 [Kills all types of algae]
 [Fights green, mustard and black algae]
 [Treats visible algae]
 [Kills [and] [prevents] [and] [controls] [green], [black], [and] [mustard] algae]
 [Kills and controls all pool algae types]
 [An all-purpose pool algaecide]
 [[Prevents] [Controls] all types of algae]
 [Effective [kill] [and] [prevent] [controls] algae treatment]
 [Controls [green] [mustard] [black] algae]
 [Kills and Prevents Algae]
 [Prevents algae]
 [Algae Protection]
 [Keeps water clear and free of visible [green] [mustard] [black] algae]
 [Fast [green] [mustard] [black] algae control]
 [[With] Algae -killing Crystals]
 [[Prevents] [Controls] Algae]
 [[Prevents] [Controls] [Future] Algae [Growth]]
 {Note: "Xtra" denotes product features in addition to being a swimming pool shock}
 [[Xtra] Kills Bacteria]
 [[Xtra] Kills Algae]
 [[Xtra] Kills Bacteria and Algae]

[[Xtra] With Blue Algae-fighting Crystals]
[[Xtra] [[with] Algae-killing Crystals]
[Fast-dissolving], [multi-functional] shock with [Xtra] [extra] [added] algae-killing [strength]
[power] [ability] for clear pool water [that is free of visible algae]]
[Fast-dissolving], [multi-functional] shock with [dual action] algae-killing [strength]
[power] [ability] for clear pool water [that is free of visible algae]]

{Organic Contaminant Claims}

[[Removes] [Eliminates] [Destroys] [Breaks down] organic contaminants** [for sparkling clear water]]
[[Removes] [Eliminates] [Destroys] [Breaks down] [organic contaminants**] [sunscreen] [pet dander] [fertilizer] [pollen] [skin oils] [lotions] [sweat] [urine] [pee]]
[[Controls] [Eliminates] [Destroys] [Breaks down] swimmer contaminants [such as] [including] [oils] [sweat] [lotion] [urine] [pee]]
[[Removes] [Eliminates] [Destroys] [Breaks down] organic contaminants**]
[Protects against [bacteria] [and] [algae] [and] [organic contaminants**] [for] [clean] [and] [clear] [water]]
[[Clears [cloudy] water] [and] [removes swimmer contaminants**]]
[Destroys Organic Contaminants**]
**[such as] [body and suntan oils] [body oils] [and] [suntan oils] [and] [sweat] [perspiration] [and] [lotions] [and] [urine]]
[For Heavy Bather Loads]
[For Use After Heavy Rains]
[For Heavy Bather Loads or After Heavy Rains]

{Swimmer Comfort Claims}

[[Removes] [Eliminates] [Reduces] chlorine odour]
[[Removes] [Eliminates] [Reduces] pool odour]
[Effective against [chlorine] odour]
[Deodorizes your pool]
[Use to clean and deodorize]
[Creates [comfortable] [swim-ready] water]
[For a comfortable pool experience]
[Reduces chlorine odour]
[[Destroys] [Eliminates] [Removes] [Breaks down] eye-irritating compounds in swimming pool water]
[[Destroys] [Eliminates] [Removes] [Breaks down] contaminants that [contribute to] [lead to] [cause] eye irritation]

{Water Clarity Claims}

[Shocks water clear]
[For [clean] [clear] water]
[[Prevents] [Eliminates] [Quickly] [Clears] [cloudy] [murky] [green] water]
[[Improves] [Enhances] filtration]
[Clarifier enhances filtration]
[Improves filter performance]
[Clears Cloudy Water]
[Quickly Clears Cloudy Water]

[Creates Sparkling Water]
[Provides Crystal Clear Water]
[Use Regularly for Sparkling Water]
[Restores Water Clarity]
[Clarifies water]
[Gathers debris for easy removal]
[Gathers debris for easy filtration]
[Contains a Filter Enhancer]
[Produces Sparkling Clean Swimming Pool Water]

{Clean Water Claims}

[Use for a shockingly [clean] [and] [clear] pool]
[Great for an extra touch of clean]
[An added touch of clean]
[Keeps water [clean] [and] [clear] during severe heat or rain]
[Cleans pool water after heavy use]
[Freshens pool water after heavy use]
[For extra clean water]
[For fresh, clear water]
[[Powers through] [fights] [eliminates] filth]
[Works quickly to restore pool water freshness & clarity]
[[Clears [cloudy] water] [&] [removes filth]]
[Keeps water clean]

{pH Balance Claims}

[pH balanced to protect [pool] equipment and surfaces]
[pH balanced to prevent corrosion and scale]
[pH balanced]
[pH Buffer]

{Step Systems Claims}

[Easy 1 2 3 Pool Care Brand System]
[Step 3]
[Shock]
[Shock and Algaecide]
[Shock and Algicide]
[Steps 3 and 4]
[Step 3 and Remedy]

{Winterization Claims}

{Optional marketing statements that may be used with swimming pool winterization.}

[For all pool surfaces] *{This statement alerts consumer to the fact they may use this product in above ground, in ground, indoor, outdoor, plaster, vinyl, fiberglass pools}*

[Winter oxidizer and clarifier]

[Suitable for above ground pools]

[Effective winter shock]

[Suitable for vinyl pools]

[First step in an effective winterization program]

[For use in vinyl, painted, fibreglass or colour plaster surface pools]

[Restores water clarity]

[Quick-dissolving winter shock]

[Oxidizer, Buffer, Clarifier, Flocculant]

[No pre-dissolving]

[Suitable for all pool surfaces]

[Quick-dissolving]

[Multi-purpose]

[Dual-action]

[Regular use will create easier spring start-up]

[Suitable for closing pools]

[Suitable for winterizing pools]

{Spa Claims}

{Optional marketing statements that may be used with spa & hot tub oxidizing.}

[For Spas & Hot Tubs]

[Oxidizes and clarifies for beautiful water]

[Removes unpleasant odours]

[Restores water sparkle]

[Produces clear, sparkling spa water]

[Easy to use]

[Multi-purpose shock]

[Oxidizer, water clarifier, flocculant, buffer]

[No pre-mixing]

[Reduces odours]

[Rapidly dissolving]

[Suitable for use with ozone]

[Compatible with ozone and ionizers]

[Compatible with ionizers]

{Customer Service Claims}

[NOTE: Any questions or comments about Aqua Chem Products?]

[Questions or comments call 1-800-252-POOL (7665).]

[[Questions?] [Pool Care Tips?] [1-800-SOS-POOL]]

[Visit Brand Name's Internet Web Site at <http://www.brandname.com>]

[Visit Clorox Pool&Spa's Internet Web Site at www.CloroxPool.ca]

[CloroxPool.ca]

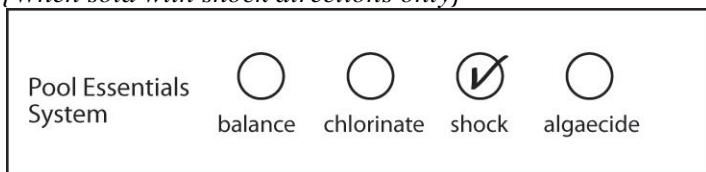
[Brandname.com]

[website]

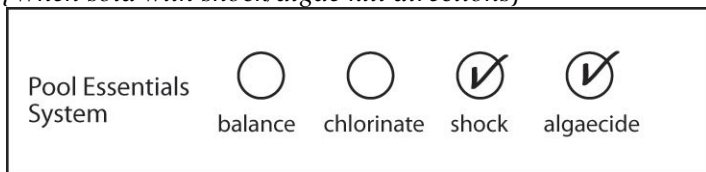
[Made in USA]

{The “Pool Essentials System” box below may be placed on the label to allow easy product category identification by consumers.}

{When sold with shock directions only}

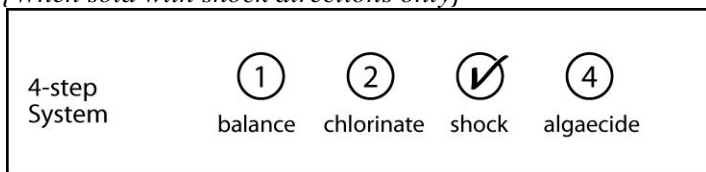


{When sold with shock/algae kill directions}

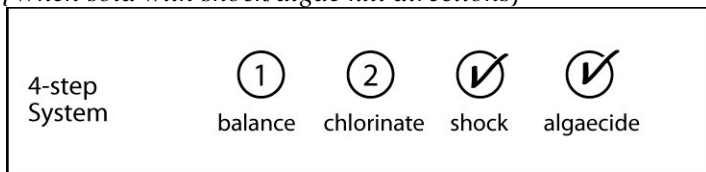


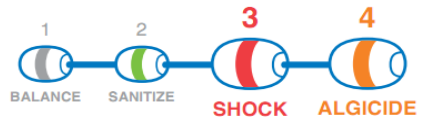
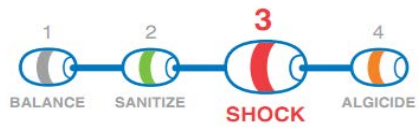
{The “4-step System” box below may be placed on the label to allow easy product category identification by consumers.}

{When sold with shock directions only}



{When sold with shock/algae kill directions}







⚠ WARNING
⚠ AVISO

Children can fall into bucket and drown.
Keep children away from bucket with even a small amount of liquid.

Los niños pueden caer dentro de el balde y ahogarse.
Mantenga a los niños alejados de los baldes aunque solo contengan un poco de liquido.



