

BRITA® infinity

Never run out of great-tasting water



Activate your pitcher at
brita.com/infinity

Getting Started

Welcome! Your Brita® Infinity pitcher is the first Brita water pitcher that tracks usage and automatically orders its own replacement filters. Setup is simple.



1. ACTIVATE YOUR PITCHER



2. SET UP AMAZON DASH REPLENISHMENT



3. PREP FIRST FILTER

Step 1: ACTIVATE YOUR PITCHER

Go to brita.com/infinity and follow the prompts. You will need:

- A Wi-Fi connected device (e.g., a smartphone, tablet or computer)
- Your Wi-Fi network name and password*
- Your Amazon username and password and default shipping and billing information*

Step 2: SET UP AMAZON DASH REPLENISHMENT

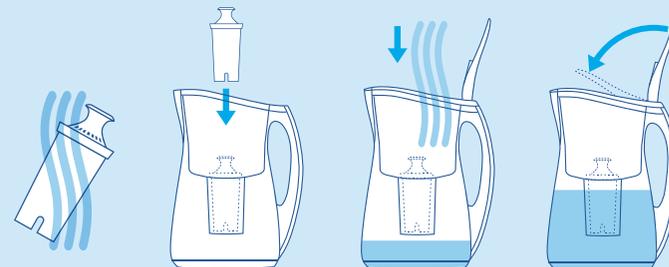
You will be redirected to Amazon.com to set up automated deliveries during this activation process. Shipping fees may apply.

*Your wireless router name and password will be stored on the pitcher's microchip. For details on erasing this information before disposing of or transferring the pitcher, please visit the FAQ section on brita.com/infinity. During activation, you'll be required to provide certain personal information to Brita and Amazon as well as agree to terms and conditions related to Infinity with Amazon Dash Replenishment. Your pitcher will also transmit information about its usage through Brita to Amazon.

*Please review the privacy notices on brita.com and [Amazon.com](http://amazon.com) for more information about Brita's and Amazon's privacy practices. By participating in Infinity with Amazon Dash Replenishment, you agree to the automatic order of a new filter when the filter change indicator has counted approximately 36 gallons so that a new filter will arrive close to when a filter change is needed, as further described in the Resetting Filter Change Indicator section of this user's guide. To discontinue your participation in Infinity with Amazon Dash Replenishment, please visit Amazon.com.

Step 3: PREP FIRST FILTER

Wash your hands with soap and water, and remove filter from bag.¹



A. Flush filter with cold water for 15 seconds.

B. Insert filter into reservoir by lining up groove in filter with notch in reservoir. Press firmly.

C. Add cold water to MAX FILL line every time to ensure filter change indicator tracks properly.²

D. Always open the fill lid completely during fills³ — and close the lid afterward. Wait until the reservoir is empty before refilling.

Hand-wash pitcher, lid and reservoir periodically with a mild detergent.⁴ Rinse well. Discard your first three pitchers of filtered water, or use the water for plants. It is normal for carbon dust to appear in these first fills.

1. It's normal for a new filter to be wet when first opened due to rinsing during manufacturing.
2. Do not use hot water (Max. 85°F/29°C – Min. 32°F/0°C).
3. The filter change indicator is activated when the lid is opened for at least 6 seconds and measures water use by counting the number of times the reservoir is filled. Always fill to max line to ensure accuracy and only open Fill Lid when filling reservoir with water. Filter change indicator logic does not account for product misuse.
4. Do not wash in dishwasher or use abrasive cleaners. Do not submerge lid under water.

Resetting Filter Change Indicator

Reset the filter change indicator every time you replace a filter to keep the filter change indicator functioning properly.

1. Hold down the START button for five seconds. All filter status lights (green, yellow and red) will blink simultaneously.
2. Release the START button when all filter status lights (green, yellow and red) stop blinking. The green light will flash briefly to confirm filter indicator is reset.

INDICATOR LIGHTS

Your filter change indicator tracks usage. To see your progress, the lights below turn on briefly every time you close the lid after filling.

Red light blinks when filter needs to be replaced. Swap out for new filter you received in mail and reset indicator (see steps 1 & 2).



Yellow light blinks when filter is almost due for replacement. Your Amazon filter order is triggered automatically at this time.

Filter is good when light blinks green after every fill.

IMPORTANT NOTE: The indicator contains a nonreplaceable sealed battery. After several years of use, the indicator will stop working, but the pitcher will still be functional. Replace filter every 40 gallons.

CLOROXcreative

FILE NAME	229915.002_BRT_RPL_Infinity-UsersGuide-0B54															
PG #	PROJECT TITLE	BRAND	PUB	PROJECT MGR. / EXT.												
44963	RR Project ACCIO	Brita	TBD	Doreen Beyer x1685												
ARTWORK STAGE	PRINT INFO	SUBSTRATE	DIMENSIONS	APPLICATION/VERSION												
PRE	MECH	Offset / 5C (CMYK + 1 Spot)	TBD	16.875" W x 4.25" H												
RELEASE DATE / VENDOR		05/20/2016 / i4Color, Inc.		NOTES												
				Dielines do not print.												
ROUND	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	R2V1
DATE	05/11/16	05/19/16	00/00/00	00/00/00	00/00/00	00/00/00	00/00/00	00/00/00	00/00/00	00/00/00	00/00/00	00/00/00	00/00/00	00/00/00	00/00/00	
ARTIST	SJ	SJ	-	-	-	-	-	-	-	-	-	-	-	-	-	
PROOF	PS	RG	-	-	-	-	-	-	-	-	-	-	-	-	-	

PROCESS	C	M	Y	K	SPECIAL	V
SPOT COLORS	PMS 287U					

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INDESIGN CC2014

Job#: 12379 Client: Clorox File: 229915.002_BRT_RPL_Infinity-UserGuide-0B54_001 Date: 05.24.2016 Operator: JM Proof#: 1

Work Order # 145434

i4color 1221 BROADWAY #287
OAKLAND CA 94612
510-271-6569

Remember

- For maximum efficiency, filter no more than 2 gallons daily.
- We recommend that you store your Brita® system in the refrigerator to get cold, great-tasting water. If you would like to keep your Brita® system outside of the refrigerator, we recommend that you keep it in a cool area that is not in direct sunlight and replace any filtered water that has been left sitting for several days or more. This will help make sure you get refreshing, great-tasting Brita® water.
- It's important that the bottom of the filter be in contact with the filtered water to prevent the filter from drying out. If the filter dries out, resoak for 15 minutes.



Brita® Infinity Water Filtration Pitcher Model # OB54/OB03

Systems tested and certified by the WQA against NSF/ANSI Standards 42 and 53 for the reduction of the claims specified on the Performance Data Sheet.



Systems tested and certified by NSF International against NSF/ANSI Standards 42 and 53 for the reduction of the claims specified on the Performance Data Sheet.



You'll be pleased to know that we offer a 30-day unconditional money-back guarantee! Thank you again for your trust in Brita.

Still have questions? Visit www.brita.com/infinity or call 1-844-511-0466.

PERFORMANCE DATA SHEET

IMPORTANT NOTICE: Read this Performance Data Sheet and compare the capabilities of this unit with your actual water treatment needs. It is recommended that before purchasing a water treatment unit, you have your water supply tested to determine your actual water treatment needs.

SUBSTANCE	REDUCTION						U.S. EPA Level/ ^a NSF Maximum Permissible Product Water Concentration	Health Canada Guideline	TESTING PARAMETERS		
	Influent Challenge Concentration		Filter Effluent		Percent Reduction				Alkalinity (ppm CaCO ₃)	Temp. (°C)	pH
	Actual	NSF Target	Average	Maximum	Average	Minimum					
NSF/ANSI Standard 53 – Health Effects											
Copper	2.9 ppm	3.0±0.3 ppm	0.17 ppm	0.25 ppm	94%	91%	1.3 ppm ^a	≤1.0 ppm ^b	12	21	6.5
Copper	3.0 ppm	3.0±0.3 ppm	0.40 ppm	0.57 ppm	86%	80%	1.3 ppm ^a	≤1.0 ppm ^b	120	18	8.5
Mercury	5.8 ppb	6±0.6 ppb	0.2 ppb	0.2 ppb	96%	96%	2 ppb	1 ppb ^c	20	21	6.4
Mercury	5.8 ppb	6±0.6 ppb	0.23 ppb	0.4 ppb	96%	93%	2 ppb	1 ppb ^c	110	21	8.5
Cadmium	31 ppb	30±3 ppb	2.0 ppb	3.3 ppb	93%	89%	5 ppb	5 ppb ^c	12	21	6.5
Cadmium	29 ppb	30±3 ppb	0.9 ppb	2.4 ppb	96%	91%	5 ppb	5 ppb ^c	120	20	8.6
NSF/ANSI Standard 42 – Aesthetic Effects											
Chlorine	2.1 ppm	2±0.2 ppm	0.08 ppm	0.13 ppm	95%	93%	N.A./50% ^d	N.A.	N.A.	21	7.4
Zinc	9.7 ppm	10±1 ppm	3.4 ppm	4.2 ppm	64%	56%	N.A./5 ppm	≤5.0 ppm ^b	36	21	7.9

These systems have been tested according to NSF/ANSI 42 and 53 for reduction of the substances listed. The concentration of each of the indicated substances in water entering the systems was reduced to a concentration less than or equal to the permissible limit for water leaving the systems, as specified in NSF/ANSI 42 and 53.

^a The U.S. EPA Levels are Maximum Contaminant Levels (MCLs) and are the same as the NSF Maximum Permissible Product Water Concentrations listed in NSF/ANSI Standards 42 and 53 unless noted otherwise.

a. U.S. EPA Action Level by treatment technique. d. NSF minimum percent reduction requirement.
 b. Health Canada Aesthetic Objective (AO). N.A. = Not applicable.
 c. Health Canada Maximum Acceptable Concentration (MAC).

Please refer elsewhere in this user's guide for the proper conditioning and use and care requirements. Maintenance according to the manufacturer's instructions is essential for proper filter performance. Replace the Brita® Pitcher Filter every 40 gallons/151 liters. For maximum efficiency, process no more than 2 gallons/7.5 liters daily.

Testing was performed under standard laboratory conditions. The contaminants or other substances removed or reduced by this water treatment device are not necessarily in all users' water. Filter performance may vary based on local water conditions.

The Brita® Pitcher Filter is not intended to purify water. Do not use with water that is microbiologically unsafe or of unknown quality without adequate disinfection before or after the system. Individuals requiring water of special microbiological purity should follow the advice of their doctor or local health officials regarding the use and consumption of their tap water and Brita® filtered water.

Hot water should not be used with the Brita® Pitcher Filter (Max. 85°F/29°C – Min. 32°F/0°C).

Brita LP
 1221 Broadway
 Oakland, CA 94612

Limited Warranty Brita warrants to the consumer that FOR THE PERIOD OF NINETY (90) DAYS from the date of purchase, the BRITA WATER FILTRATION PITCHER, when used strictly in accordance with instructions, has the effects on municipally treated, potable tap water described in the enclosed literature. During this 90-day period, if you discover that any parts of the pitcher or dispenser are damaged or broken, whether due to manufacturing, shipping or accidents while in use, we will replace the parts free of charge by calling 1-800-24-BRITA. To the extent permitted by local law, this warranty is in lieu of any other warranty, express or implied, including any implied warranty of merchantability or fitness, and precludes any other obligation on the part of the manufacturer, distributor or dealer, including any liability for special, incidental or consequential damages. This warranty gives you specific legal rights, and you may also have other rights, which vary from state to state. Brita LP, 1221 Broadway, Oakland, CA 94612-1888, 1-800-24-BRITA. FOR PURCHASES MADE IN IOWA: This form must be signed and dated by the buyer and seller prior to the consummation of this sale. This form should be retained on file by the seller for a minimum of 2 years.

Buyer

Name _____

Address _____

City _____ State _____ ZIP Code _____

Signature _____ Date Signed _____

Seller

Name _____

Address _____

City _____ State _____ ZIP Code _____

Telephone Number _____

Signature _____ Date Signed _____

FCC INFORMATION:

Warning: Changes or modifications to this device not expressly approved by Brita could void the user's authority to operate the equipment.

NOTE: This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses, and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.

This equipment complies with FCC radiation exposure limits set forth for an uncontrolled environment. This equipment should be installed and operated with minimum distance 20 cm between the radiator and your body. This transmitter must not be co-located or operating in conjunction with any other antenna or transmitter.

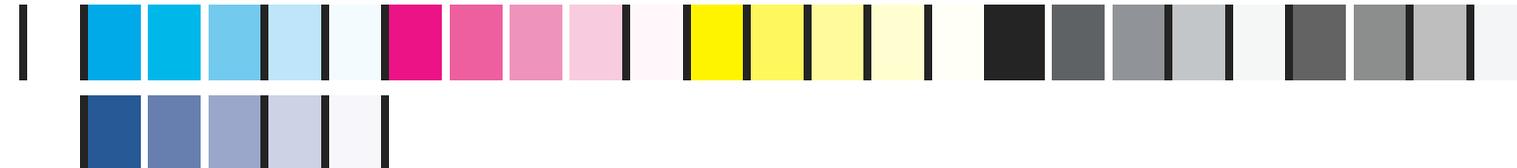
Contains FCC ID: 2AF28BR001

4.25"

CYAN MAGENTA YELLOW BLACK PMS 287 INDESIGN CC2014

Job#: 12379 Client: Clorox File: 229915.002_BRT_RPL_ infinity-UserGuide-0854_001 Date: 08/24/2016 Operator: BRT_ Proof#: 1

Work Order # 125404



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