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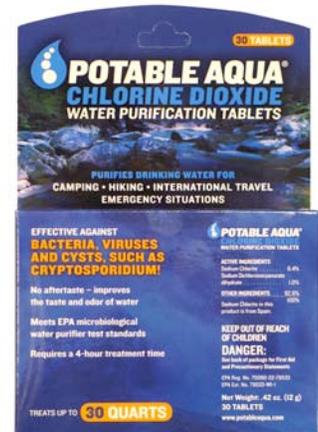
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FOR IMMEDIATE RELEASE

Chlorine Dioxide Tablets from Potable Aqua Make Questionable Water Suitable for Drinking

Easy-to-use, inexpensive and highly-effective tablets kill bacteria, viruses and cysts

Jackson, Wis. – Potable Aqua, the world leader in personal water purification tablets, offers an ideal product for campers, hikers, kayakers, world travelers, emergency organizations and others seeking a highly effective way to make questionable water suitable for drinking. *Potable Aqua Chlorine Dioxide Tablets* kill bacteria as well as viruses and cysts, including Giardia and Cryptosporidium. The cost-effective tablets don't require measuring and don't incorporate delicate filters like many competitive technologies. Plus, in addition to minimizing bacteria and other harmful organisms, *Potable Aqua Chlorine Dioxide Tablets* improve the taste and odor of treated water and do not dramatically alter the water's appearance.



“Whether you’re enjoying your favorite outdoor activity or traveling in a foreign country, having access to reliable drinking water is critical,” said Mike Kermendy, vice president of marketing for Wisconsin Pharmacal, the manufacturer of Potable Aqua. “By keeping our Chlorine Dioxide Tablets on hand, you can rest assured knowing nearly 100 percent of the most common and serious water contaminants will be killed.”

Potable Aqua’s Chlorine Dioxide Tablets are not only effective, but easy-to-use. To begin, one of the tablets needs to be simply removed from its foil packaging and quickly inserted into one quart of contaminated water. The tablet requires approximately four hours to react until the optimal concentration is achieved and the water is ready for worry-free consumption.

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ADD ONE: Potable Aqua Chlorine Dioxide Tablets

While very popular among outdoor enthusiasts and international travelers, *Potable Aqua Chlorine Dioxide Tablets* are also great for emergency kits, such as those used following a natural disaster. In addition, the product is ideal for use in hydration packs, which have become essential equipment for many outdoor adventure seekers.

Potable Aqua Chloride Dioxide Tablets are the perfect option for today's cost-conscious consumer. They are available in packages of 20 or 30 and carry an MSRP of only \$9.95 and \$14.95.

“Under the Potable Aqua name, we now offer a cost-effective water purification solution for just about anyone,” Kermendy added. “Our original Potable Aqua is fast-acting and designed for people with more immediate hydration needs, while the Chlorine Dioxide product is extremely thorough and ideal for situations when time is not as limited.”

For additional information about Potable Aqua or the company's Chlorine Dioxide Tablets, please call **1-800-558-6614** or visit **www.potableaqua.com**.

Potable Aqua is just one of the leading outdoor health and safety brands from Wisconsin Pharmacal Company. Wisconsin Pharmacal's complete brand portfolio includes Potable Aqua® water purification tablets, StingEze® insect bite relief products, Atwater Carey® first aid kits, and BAITMATE® fish attractants and wipes. Additional information about Wisconsin Pharmacal can be obtained by calling **1-800-558-6614** or by visiting **www.pharmacalway.com**.

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Editor's Note: For high-resolution photography, product samples or other requests, please contact Bill Bussler at (262) 789-7630 or billb@celticinc.com.