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## Brita 35503

# Brita Standard Water Filter Instruction Manual

Model: 35503 | Brand: Brita

## INTRODUCTION

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The Brita Standard Water Filter is designed to provide healthier, great-tasting tap water by reducing common impurities. This BPA-free filter utilizes ion-exchange resin and activated carbon to significantly cut the taste and odor of chlorine, and reduce copper, cadmium, and mercury impurities. By choosing Brita, you contribute to reducing plastic waste, as one filter can replace up to 1,800 standard 16.9-oz. plastic water bottles annually.



*Image: Brita Standard Water Filter with its packaging, highlighting the 3-filter pack.*

## KEY BENEFITS

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- **Improved Water Taste:** Reduces chlorine taste and odor for a refreshing drinking experience.
- **Reduced Impurities:** Effectively reduces copper, cadmium, and mercury.
- **Eco-Friendly:** Each filter can replace a significant number of single-use plastic water bottles.
- **Easy Installation:** Designed for quick and simple setup without presoaking.
- **Broad Compatibility:** Fits all Brita pitchers and dispensers, except Brita Stream models.

# Brita Original™ Filter Reduces Contaminants\*



- Chlorine
- Mercury
- Cadmium
- Copper
- Zinc

\*See performance data sheet on Brita website for details.  
Substances reduced may not be in all users' water

*Image: Diagram illustrating the contaminants reduced by the Brita filter, including Chlorine, Mercury, Cadmium, Copper, and Zinc.*

## SETUP

1. **Prepare the Filter:** Wash your hands thoroughly before unwrapping the filter.
2. **Flush the Filter:** Hold the filter under cold tap water for 15 seconds to flush out any loose carbon dust.
3. **Insert the Filter:** Firmly insert the flushed filter into the reservoir of your Brita pitcher or dispenser. Ensure it is seated correctly to prevent unfiltered water from bypassing it.
4. **Initial Fill:** Fill the reservoir with cold tap water. Discard the first 3 pitchers of filtered water, or use this water for non-drinking purposes like watering plants. It is normal for carbon dust to appear in your first few fillings.



# Fit All Pitchers & Dispensers

Except Stream

*Image: Brita filter shown fitting into different pitcher and dispenser models, emphasizing universal compatibility (except Stream).*

## OPERATING INSTRUCTIONS

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Once the filter is properly installed and primed, your Brita system is ready for use. Simply fill the top reservoir with cold tap water, and the water will slowly filter through to the main pitcher/dispenser below. The filtration process is gravity-fed, ensuring thorough contact with the filter media.

### How the Filter Works:

- **Ion-Exchange Resin:** Helps to reduce impurities like copper, cadmium, and mercury in your water.
- **Activated Carbon:** Reduces chlorine, which improves the taste and odor of your water.
- **Built-in Mesh Screens:** Prevent black flecks from appearing in your filtered water.

# How Brita Original™ Filter Works

## **Ion-Exchange Resin**

Helps to reduce impurities in your water

## **Activated carbon**

Reduces Chlorine (improves taste & odor)

## **Built-in mesh screens**

Prevent black flecks



*Image: Cross-section diagram of a Brita filter, illustrating the ion-exchange resin, activated carbon, and mesh screens.*

## **MAINTENANCE**

For optimal performance and the best-tasting water, it is crucial to replace your Brita Standard Water Filter regularly. One filter is designed to last approximately two months or filter 40 gallons of water, whichever comes first. Consistent replacement ensures effective reduction of impurities and maintains water quality. To replace, simply remove the old filter by pulling it up from the reservoir. Dispose of the old filter responsibly (Brita filters are recyclable through programs like Preserve's Gimme 5 Program). Then, follow the setup instructions for installing a new filter.

# 3 Filters Included 6 Months of Great-Tasting Water\*

\*Based on 40 gallon filter life & average family usage of 11 glasses per day



*Image: A hand pouring clean, filtered water from a Brita pitcher into a glass, illustrating the benefit of regular filter replacement.*

## TROUBLESHOOTING

If you notice a change in the taste or odor of your filtered water, or if the filtration speed significantly decreases, it is likely time to replace your filter. These are common indicators that the filter media has reached its capacity and is no longer effectively reducing impurities.

Ensure the filter is properly seated in the reservoir. A loose filter can allow unfiltered water to bypass the filtration process. If issues persist after replacing the filter and ensuring proper installation, please refer to the support section for further assistance.

## SPECIFICATIONS

| Feature                        | Detail                                                                                                                     |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| Material                       | Plastic                                                                                                                    |
| Product Dimensions             | 2.31"D x 2.31"W x 4.12"H                                                                                                   |
| Item Weight                    | 12.8 ounces                                                                                                                |
| External Testing Certification | NSF                                                                                                                        |
| Product Benefits               | Improves water taste, reduces exposure to contaminants, and offers a sustainable alternative to single-use plastic bottles |
| Brand                          | Brita                                                                                                                      |
| Model Number                   | 35503                                                                                                                      |
| Unit Count                     | 3.0 Count (as per current product)                                                                                         |
| Filter Life                    | Up to two months or 40 gallons                                                                                             |



# Certifications Matter



All Brita products are certified by the **Water Quality Association**



All Brita filters are put through rigorous testing to meet **NSF/ANSI standards**: the industry gold standard



Brita Elite™ is **certified to remove 99% of lead** and meet NSF/ANSI Standards 53, 42 and 401.



\*See performance data sheet on Brita website for details

*Image: Information on Brita's certifications, including Water Quality Association and NSF/ANSI standards.*

## WARRANTY & SUPPORT

Brita offers a 30-day, unconditional, 100% money-back guarantee on all Brita® Pitchers, Faucet Filter Systems, Water Bottles, and Filters. For support or warranty claims, please call 1-800-24-BRITA.

An official User Manual (PDF) is also available for detailed instructions and information. You can access it via this link: [Brita User Manual \(PDF\)](#).