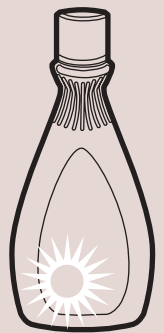
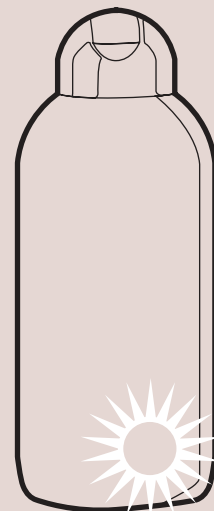


Bitrex™ the bitterest substance known

Adding value to your products

As the bitterest taste on the market,
Bitrex provides a powerful
defence against accidental
swallowing - and a powerful boost
to your marketing strategy.



Bitrex - Tastes horrible. Works a treat.

By adding minute quantities of **Bitrex** to your products, you can help ensure that no-one – especially children – ingests potentially harmful substances. And by adding our logo to your packaging, you can show your customers that you care about the products you sell and the people who use them.

The licensing process is simple and straightforward, with free technical support at every stage. And as worldwide markets grow, the **Bitrex** marketing programme can help give your brands a global dimension.

Bitrex isn't just a safety product:

It's a powerful branding tool that combines product differentiation and added value.



We've got the chemistry

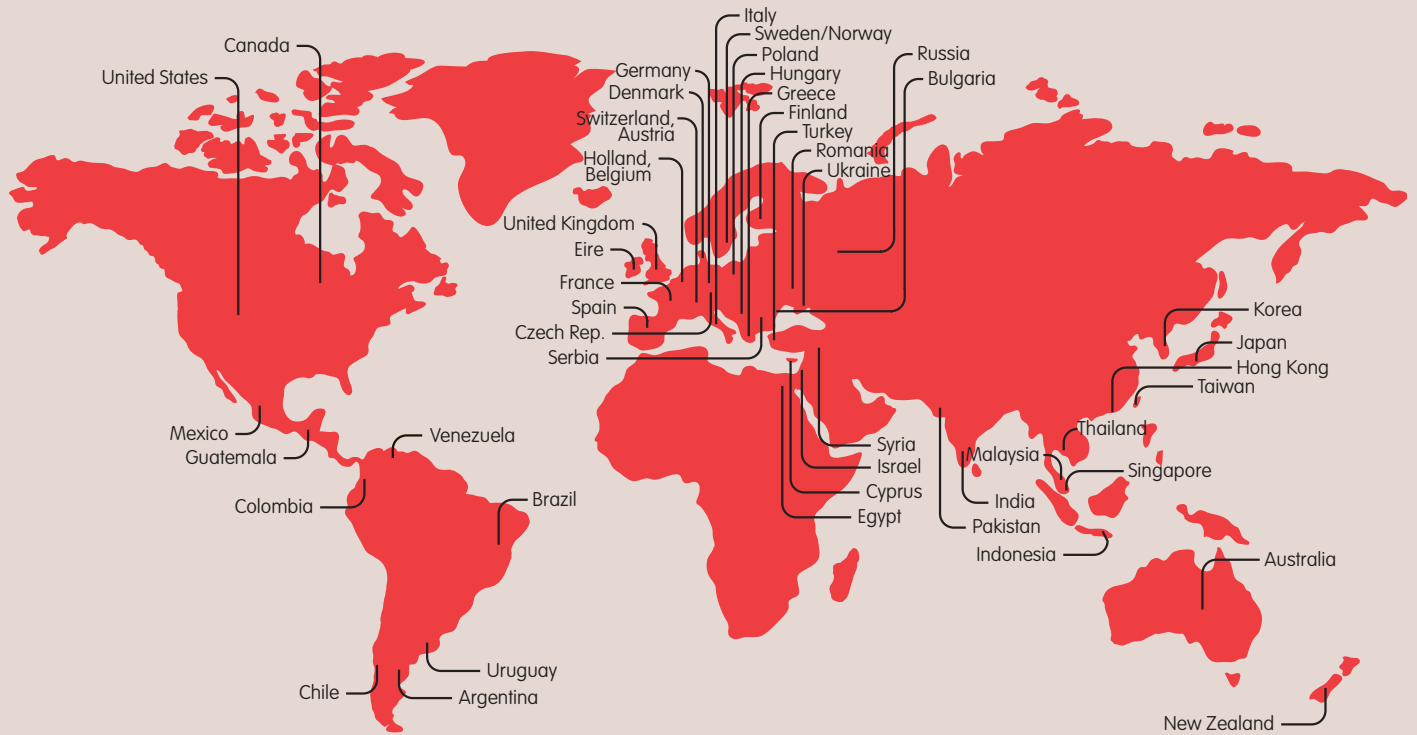
Bitrex is the brand name of the most bitter substance yet discovered. It is inert and odourless, but a few parts per million are enough to make products unpalatable.

Evolution has given human beings a strong aversion to the bitterness that often marks out harmful plant or animal material. Studies have shown that children are particularly sensitive to these bitter tastes.

That's why **Bitrex** is such a powerful deterrent to accidental swallowing. First used in denaturing alcohol – making it legally unfit for consumption – it is now added to a wide range of household cleaners, pesticides, and DIY and automotive products.

The **Bitrex** logo, a registered trade mark of Macfarlan Smith, is used under licence by the leading manufacturers and retailers already committed to the **Bitrex** partnership programme.





The Bitrex logo is the recognised symbol of safety-conscious brands and private labels around the world.



Kids hate it. Parents love it.

Every year, thousands of young children all over the world need hospital care after swallowing household chemicals.

To help reduce the consequences of these incidents Macfarlan Smith promote **Bitrex** as part of a safety policy, which includes the use of child-resistant closures and improved packaging and labelling

Adding **Bitrex** builds safety into your brand; reducing the



likelihood of accidental swallowing, and underlining your identity as a safety conscious company.

The Bitrex formula

The potential of **Bitrex** was discovered almost by accident.

During laboratory studies on a dental analgesic, our chemists noted a reaction that produced an extremely bitter-tasting substance.

In further experiments, they identified the compound now

known as **Bitrex**.

Today, **Bitrex** is the most widely-used bittering compound in the world, and is sold and used in more than 40 countries.







CONTAINS
Bitrex

CONTAINS
Bitrex

Adding value to products

Adding value to products

A taste for success

We can offer technical and marketing support including:

- assessing the correct level of **Bitrex** for your products
- offering the use of our logo - a worldwide trademark symbolising safety, quality, and value
- helping you communicate the **Bitrex** safety message to your customers

Campaigning for safety

Macfarlan Smith has developed professional relationships with organisations that are expert in child safety, working with the Child Accident Prevention Trust and the Royal Society for the Prevention of Accidents in the U.K., the National Safety Council in the USA, the Institut National de la Prévention et de l'Éducation de la Santé (INPES) and the Centre Européen de Prévention des Risques in France, the Green Cross in Germany, and a range of parenting magazines around the world.

We promote **Bitrex** as a key element in a programme that supports safer packaging and clear information on storage and use.

About the company

Macfarlan Smith has a long pedigree in the manufacture of pharmaceutical products, dating as far back as the 1780s.

Now part of Johnson Matthey plc., Macfarlan Smith produces a wide range of bulk pharmaceutical active ingredients and natural extracts, and has customers in more than 85 countries.



Increasingly, manufacturers and retailers are promoting the safe use and storage of household products.

Many companies already use **Bitrex**.

These include:



elf



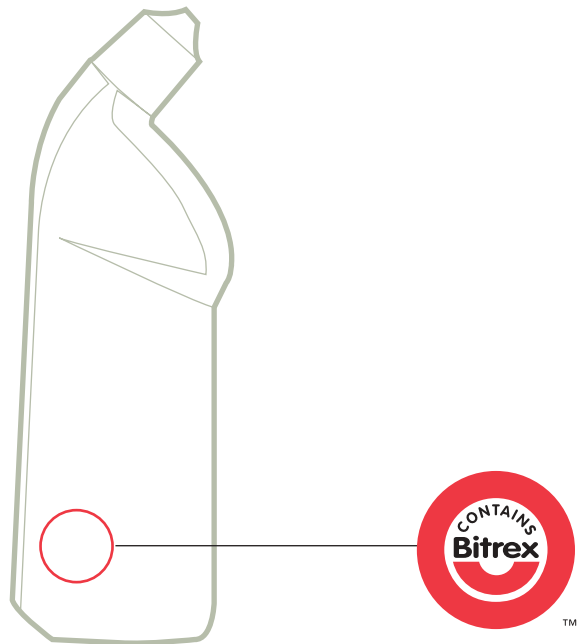
Sainsbury's



In a competitive retail

environment, **Bitrex** can give

your products the edge



To find out more about the **Bitrex** partnership, please contact:

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