



Technical information datasheet No5

Human aversion

Bitrex™ is the most bitter substance yet discovered. It is used principally as an aversive agent to prevent accidental or deliberate ingestion of many products.

Bitrex can be detected by taste at 10ppb and is recognisably bitter at

50ppb (1). For the purpose of denaturing alcohol, **Bitrex** is added at a rate of between 6ppm and 50ppm (depending on national regulations). In other applications, generally 10 to 100ppm is sufficient.

The **Bitrex** addition level is

formulation dependent and is determined by our standardised taste testing protocol.

1. A trial to determine detection and bitterness recognition threshold of **Bitrex** hydrate and denatonium saccharide. Inveresk Research International report. No3189 (September 1984).

Product applications

Alcohol

Approved in more than 40 countries.

Industrial

Cosmetic Toiletries
Perfumes
Aftershave

Household Products

Heavy duty liquid laundry/detergent
Fabric conditioner
Toilet cleaner
Disinfectant
Household antiseptics
Kitchen cleaner
Bathroom cleaner
Floor cleaner
Hard surface cleaner

Washing up liquid
Cream cleaner
Pot pourri oil
Air freshener

DIY Products

Brush cleaner
Paint stripper
Sugar soap
Wall paper stripper

Personal Care Products

Bath foam
Soap
Perfume/after shave
Nail polish remover
Shampoo
Shower gel
Body scrub
Conditioner
Anti nail biting preparations

Pesticides

Rodenticide
Slug bait
Fly bait
Ant bait
Moth balls
Cockroach bait
Herbicide

Miscellaneous

Firelighters
Button cell batteries
Shoe cleaning products
Alcohol gel fuels

Automotive Products

Screen wash
Antifreeze/Coolant
Car Care cleaners

Animal aversion

Several animal species (including dogs, cats, pigs, horses and deer)

have been shown to be sensitive to bitterness, although to a lesser degree than humans.

For further details, please contact Macfarlan Smith or our authorised agent.

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