

Playing it safe

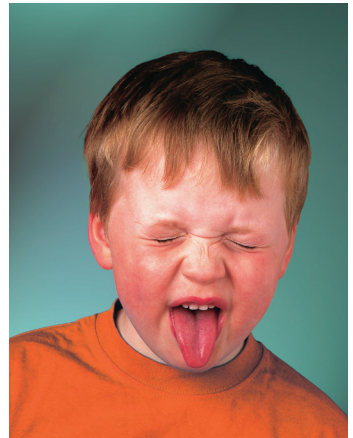
Annually, 31000 under-15's end up in hospital having ingested something they shouldn't have got their hands on.....

... and as every mum knows, young children will put almost anything in their mouths. It's a natural part of exploring and learning about the world around them. But when cleaning agents and disinfectants are in the house, it's perhaps not surprising that over 25000 children under 5 are taken to hospital every year having swallowed a potentially harmful chemical. This is why Bitrex® is added to some household products.

Why Bitrex® works

Bitrex® is recognised by the Guinness Book of Records as the bitterest substance known to man. It's so powerful, in fact, that a single teaspoon in an Olympic swimming pool can turn the water noticeably bitter.

Bitrex® is a harmless additive that will help discourage children from drinking things they shouldn't, reducing the likelihood of swallowing - a natural warning to stop!



Peace of mind

We all know how important it is to choose products with child-proof lids, keep them out of children's reach, and not decant them into other containers such as lemonade bottles. Adult supervision is the best defence of all, but as an extra safeguard, it's wise to choose products that carry the Bitrex® logo - because its presence helps reduce the likelihood of accidental poisoning. Next time you are doing your supermarket shopping look out for the Bitrex® logo.

To find out more visit www.bitrex.com



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