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PRESS RELEASE

Safety Always First for Parents – survey indicates parents' concern for child safety

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Parents are prepared to spend more on products that protect their children according to new research carried out by Bitrex®. 64% would pay up to 15p more to help avoid accidental poisoning.

Macfarlan Smith, who manufacture Bitrex, a safety additive that makes household products taste exceptionally bitter, carried out the survey of just under 1000 parents in late 2007 and early 2008.

And there's good news for retailers too, with consumers displaying a preference for retailers who show concern and responsibility for their customers by stocking Bitrex containing products or including Bitrex in their own brand products.

The parents surveyed, who were mostly mothers, were concerned about the issue of accidental poisoning and virtually all mothers of under 3s had some child safety measures in their house. They reported textbook knowledge of the importance of locking potentially dangerous products away and insisting on child-proof caps. Awareness of Bitrex was lower – but 86% thought that the product was a worthwhile contribution to child safety.

Cameron Smith, Bitrex Business Manager at Macfarlan Smith said,

'This research shows that parents will actively search supermarket shelves for brands containing our product. We know that parents take accidental swallowing very seriously. This research confirms that they are already taking steps to keep harmful products away from children and that they will look for child resistant tops. But this study shows us that they are also interested in a third line of defence where the possibility of harm will be dramatically reduced by our additive.

'Every parent recognises the horrible moment of inattention when the cap is inadvertently left off for a second or two and the phone rings. Bitrex is made for that moment. What this research also shows is that parents respond well to retailers who share their concern about child safety and who either stock products with child safety measures or add Bitrex to their own brands.'

'We are very pleased with the positive news in this research, we are obviously keen to increase awareness and use of our product but we also want to continue to improve child safety in the home. We see our role as working in partnership with parents, manufacturers, retailers and dedicated safety organisations to make homes even safer. We are a long standing sponsor of the Child Accident Prevention Trust's "Child Safety Week", with this year's event running from June 23rd to 29th June'

ENDS



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Notes for Editors

1. Denatonium Benzonate was discovered in 1958 by Macfarlan Smith and registered under the Bitrex trademark in the United Kingdom, Canada and the USA later the same year. 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. Since being approved in the UK and US in the early 1960s, Bitrex has been officially recognised as the denaturant of choice in more than 40 countries.

It is inert and odourless, meaning it doesn't affect the product performance other than making it exceptionally bitter

UK sales began in 1960, and by 1963, customers included I.C.I, Rentokil and Avon Products. The first use of Bitrex simply as a taste aversive was in a cream to prevent tail-biting in pigs.

Bitrex® has been used in a variety of applications since. One of the main uses is as a human aversive. Due to its overwhelming bitter taste, it is ideal for helping prevent accidental poisonings. Many supermarkets in the UK and Europe use the Bitrex® logo on their products as a selling point to their customers.

2. Research was carried out by Swift Research with customers at five leading supermarket chains in late 2007 and early 2008. The majority of interviews were carried out outside supermarkets and the remainder online. 976 people were interviewed, 88% were female, only 9% had no child at home, 74% were weekly supermarket shoppers, the majority were working parents and in social class terms the sample closely reflected the national profile.
3. If you suspect your child has ingested something they shouldn't have, please phone NHS Direct on 0845 46 47 (England & Wales) or 08454 242424 (Scotland)
4. Take the Bitrex taste test – try Bitrex out. Taste cautiously with tongue and see why it's possible to detect Bitrex in an Olympic size swimming pool at levels as low as 50 parts per billion.

