

Playing it safe

All parents worry about their baby getting her hands on something she shouldn't. That's why Tesco household products are Bitrex protected

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 40,000 children are rushed to hospital every year having swallowed a potentially harmful chemical. This is why Tesco adds Bitrex to a range of its own-brand household cleaning 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

Even if the worst does happen, details of all Tesco household and toiletry products are held on file at the National Poisons Information Service, so your doctor can quickly be advised of the necessary treatment.

Tesco is adding Bitrex to an increasing number of its own-brand household cleaning products and is already included in

Tesco fabric conditioners and air fresheners. The list is still growing so keep a look-out for the Bitrex logo on the back of branded packs. Bitrex is part of a safety package including child-resistant caps and safe storage and handling. ■



Bitrex is a registered trade mark of Macfarlan Smith