

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. By adding minute quantities of **Bitrex** to your products, you can help ensure that no-one – especially children – ingests potentially harmful substances.

Bitrex isn't just a safety product: It's a powerful branding tool that combines product differentiation and added value. Add our logo to your packaging and show your customers that you care.

Increased awareness of your product can be achieved by the **Bitrex** endorsement. Major multiples and manufacturers in the UK, and globally, already benefit from the **Bitrex** partnership.

We're
bitter...but
not twisted.



Show your
customers
that you
care, get in
touch today.


Johnson Matthey
Made for You

