

BITTER TO BE SAFE THAN SORRY.

It's comforting knowing that if your child were to put something harmful into their mouth they'd instantly spit it out. This is how Bitrex® works – and protects your child.



As every parent knows, a young child will put almost anything into its mouth. This is natural behaviour – a normal way for your little one to explore the world around them. Unfortunately, it's not always safe behaviour.

In the UK alone, there are around 35,000 cases of accidental poisonings every year as a result of swallowing everyday household, garden or automotive products.

Bitrex® – a simple, safety precaution

Products such as cleaning agents and disinfectants are a necessary part of our lives, keeping our homes clean and germ free. But they can be dangerous if an inquisitive young child decides to find out what they taste like. Many of the products are very appealing to young children as a result of the bright colours and fragrances, with more and more products available in fruit scents.

There are 3 main lines of defence in preventing accidental poisonings:

1. Keep products out of reach and in a locked cupboard.
2. Purchase products with a child resistant closure.
3. Look for products containing Bitrex®.

Bitrex® – officially the world's most bitter substance.

Bitrex® was discovered by Macfarlan Smith in 1958. It's recognised by the Guinness Book of Records as the bitterest substance known to man. Manufacturers add tiny quantities of it to their products making them extremely unpalatable, which helps prevent accidental ingestion. (Just a single teaspoon of Bitrex® would render a 50 metre Olympic swimming pool sufficiently bitter.) It may taste unpleasant, however, you can be assured that Bitrex® is completely harmless having been sold for over 50 years in more than 40 countries worldwide.

All products carrying the Bitrex® logo undergo independent taste testing to determine the effective quantity of Bitrex® to render the product unpalatable to children. So far, our evaluation centres have taste tested over 3000 products. Not the nicest of jobs, you can imagine, but invaluable all the same.

Look out for the all important Bitrex® logo

We promote Bitrex® as a third line of defence in preventing accidental ingestion. Safe storage and child resistant packaging are equally important.



Fortunately, retailers of household products have been aware of such safety problems for some time now. An increasing number of products displaying the Bitrex® trademark are appearing on supermarket shelves.

Supermarkets have various household products labelled 'Contains Bitrex®' on sale in their stores and we recommend you look out for such products or ask for them if you cannot see them on the shelves. The types of products that contain Bitrex® include:

- Disinfectants
- Washing Up liquids
- All-purpose Cleaners
- Dishwasher RinseAid
- Air Fresheners
- Anti-freeze
- Spray and Wipe Cleaners



- Garden Slug Bait
- Lavatory Cleaners
- Rodenticides
- Laundry Detergents
- Coating on Small Batteries
- Fabric Conditioners
- Finger Paints

Committed to child accident prevention

Over the last 50 years, Bitrex® has become the most widely-used bittering agent. Thanks to increased awareness and technical improvements like Bitrex®, the world is a safer place for children. But with so many children in the UK still suffering from accidental poisoning, there is no room for complacency.

To find out more about the role played by Bitrex® in poisoning prevention you can visit our website.



www.bitrex.com