

The bitter sweet truth

What could be better than a drink which is so bitter that you just can't wait to spit it out?

It may not sound very appealing, but Bitrex® is helping to make the world a bitter – and safer – place for children. As the bitterest substance yet discovered, Bitrex® tastes so horrible that, when added to household products, it helps protect children from the risk of accidental poisoning.

That's good news – when you realise that every week around 500 under 5's are rushed to A&E because it suspected that they have swallowed something poisonous.

Be safer with Bitrex®

With so many household products packaged in bright colours and enhanced with tempting smells, it's no wonder that every year many children mistake dangerous chemicals for a delicious drink.

That's why parents need to look out for products containing Bitrex® – as part of an everyday strategy to protect their children from the risk of poisoning – and a distressing trip to A&E.

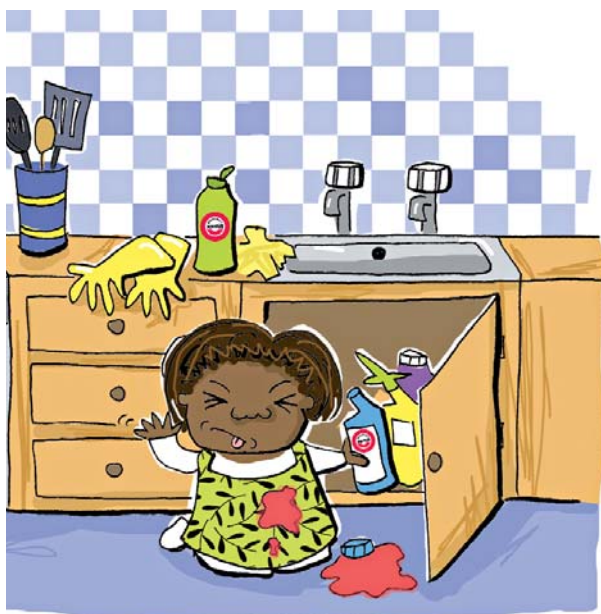
Be safer together

Spread the messages about how to prevent poisoning accidents? There are lots of hints and tips about poisoning prevention which you can share with friends, relatives, neighbours.

The sweet taste of poison...

It's hard to believe that so many of the products lying around our homes, gardens and garages are so tempting to small children. But we need to look at the world through children's eyes and realise that

- The toilet cleaner, bath cleaner and air freshener we leave by the toilet can look very appealing to little eyes ...
- So many everyday bathroom products – like nail varnish remover, shampoo, bubblebath, aromatherapy oils and scented soaps, can smell irresistible to young children...
- Household cleaners may make us think of boring tasks, but to small children they are an exciting opportunity to taste something new...
- In the kitchen, liquid detergent capsules may look just like sweets to a child's eyes. And the fruity smell of washing-up liquid or fabric softener, may remind them of their favourite drink...
- That packet of painkillers or iron tablets you left in your handbag, briefcase or rucksack, can be fascinating to small fingers – and easily mistaken for sweets...
- Maybe you can't imagine the temptation of a mouthful of anti-freeze or a quick gulp of screenwash, but these products often taste sweet and delicious to small children – and are highly toxic.



Adult COMPETITION

FACT: In the bathroom, cleaning products left behind the toilet are the most common cause of poisoning for young children!

Here are some top tips to keep your children safe from accidental poisoning. And remember to pass them on to friends, relatives and other members of your community.

- Keep all chemicals and all forms of medicine out of the reach and sight of young children. Put them on a very high shelf or keep them in a lockable cupboard.
- Keep house, garden and garage products in their original bottle. Never transfer them into old soft drinks bottles.
- Be very careful not to leave medicine lying around. Keep it locked away – not in your handbag or on your bedside table.
- Child-resistant bottle tops can be a good thing, because they are harder to open quickly. But remember that they are not completely child-proof – some three and four year olds can open them in seconds!
- Look out for products that contain a bittering agent like Bitrex®. This makes the product taste so horrible that young children are more likely to spit it out, rather than swallow it.

Competition

Now you know the bitter-sweet facts about accidental poisoning – pass the messages on to everyone you know. And why not test out your knowledge with our fun competition – you could win a

£30 gift voucher for Waterstones or WH Smiths.

On the next page there are some bitter facts about the risk of poisoning for children – and the ways you can prevent it. However they've got mixed up with some silly nonsense that won't prevent accidents – but might leave you with a very nasty taste in your mouth. So help us sort out the Bitter Facts from the bad-taste nonsense.



The Child Accident Prevention Trust is a national charity committed to reducing the numbers of children killed, disabled or seriously injured in accidents. Each year, the charity organises Child Safety Week to pass on safety messages to parents and children. To find out more about keeping children safe visit www.capt.org.uk



Bitrex® is a proud sponsor of Child Safety Week 2009. To find out more visit www.bitrex.com

Adult COMPETITION

Tick either A or B – the answer you believe to be correct not the bad-taste nonsense.

1. The most bitter substance ever discovered is:

- A. Bitrex®
- B. Lemon squash

2. The biggest cause of accidental poisonings in the bathroom is:

- A: Children eating ice cream in the bath
- B: Cleaners left beside the toilet

3. Bitrex® is added to many household, garden and garage products because:

- A: It tastes so delicious that you won't have to buy soft drinks ever again
- B: It tastes so bitter that children will want to spit it out

4. Leaving your handbag lying around can be dangerous because:

- A: Young children may find your medicine and swallow it
- B: Toddlers may cash a cheque by forging your signature

5. If your small child finds liquid detergent capsules lying around they are more likely to:

- A: Mistake them for sweets and swallow them
- B: Fill the washing machine and select an economy wash

6. Child resistant caps can help prevent poisoning, but they aren't perfect because:

- A: They only work after dark
- B: Some young children can open them in seconds

Once you have picked your 6 answers, complete the entry form below.

Please print clearly in BLOCK CAPITALS

Name _____

Age _____

Address _____

Postcode _____

Telephone _____

Send your entry to:

Bitrex® Competition

Child Accident Prevention Trust
Canterbury Court (1.09), 1-3 Brixton
Road, London, SW9 6DE

Closing date 11 September 2009

Winners will be notified by 2 October 2009

Please tick your choice of voucher Waterstones WH Smith

Competition rules apply. Go to www.childsafetyweek.org.uk for details

For more safety quizzes and competitions visit www.childsafetyweek.org.uk