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aversives

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.

Evolution has given human beings a strong aversion to bitterness that often marks out harmful plant or animal material. Studies have shown that children are particularly sensitive to these bitter tastes.

That's why Bitrex® is such a powerful deterrent to accidental swallowing. First used in denaturing alcohol – making it legally unfit for consumption – it is now added to a wide range of household cleaners, pesticides, DIY and automotive products.

The Bitrex® logo, a registered trade mark of Macfarlan Smith, is used under license by the leading manufacturers and retailers already committed to the Bitrex® partnership programme.

Bitrex® isn't just a safety product: It's a powerful branding tool that combines product differentiation and added value.

Why not visit the Internet site dedicated to Bitrex® at:
<http://www.bitrex.com>

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