



American Association of Poison Control Centers

NEWS RELEASE

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AAPCC Issues Statement on Decision of Procter & Gamble to Redesign Tide Pods Packaging

ALEXANDRIA, VA – On July 11, Procter & Gamble announced it has redesigned the packaging of its single-load highly concentrated laundry detergent packets. In response, AAPCC President Marsha Ford, MD, FACMT, FACEP, issued the following statement:

“We have learned that Procter & Gamble has decided to redesign the packaging of Tide Pods, its single-load highly concentrated laundry detergent packets. The American Association of Poison Control Centers and America’s poison centers commend Procter and Gamble for this decision and call on other manufacturers of similar products to do the same.

“The Procter & Gamble product had been sold in clear packages in which the colorful packets were easily visible to children. Making the packaging opaque hopefully will help reduce the temptation of children to get into the product.

“In May 2012, poison centers first alerted the public about children 5 and younger becoming very ill after exposure to single-load laundry packets sold by several manufacturers. Since January 1 of this year, poison centers have managed nearly 5,000 cases of children 5 and younger exposed to laundry packets of various brands.

“New packaging alone won’t protect young children from these products. It’s also important for parents and caregivers always to keep laundry detergents locked up high and out of the reach of children, to follow the instructions on the product label, and to call their local poison center at 1-800-222-1222 immediately if they suspect a child has swallowed some of the detergent or gotten it into his or her eyes.”

More information about single-load laundry detergent packets is available on the AAPCC website at <http://www.aapcc.org/alerts/laundry-detergent-packets/>.

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For more information, the media may contact Loreeta Canton, director of public relations and member services, at 703.894.1858 or canton@aapcc.org; or Brett Schuster, communications associate, at 703.894.1858 or Schuster@aapcc.org.

About the American Association of Poison Control Centers:

The AAPCC supports the nation's 57 poison centers in their efforts to prevent and treat poison exposures. Poison centers offer free, confidential medical advice 24 hours a day, seven days a week through the Poison Help Line at 1-800-222-1222. This service provides a primary resource for poisoning information and helps reduce costly emergency department visits through in-home treatment.

To learn more, visit www.aapcc.org, like us on Facebook, follow us on Twitter, or read our blog at aapcc.wordpress.com. To join your voice with other poison center supporters, register for the AAPCC advocacy network at www.capwiz.com/aapcc – click on “Action E-List.”

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