

A
message
from





Parents with young children know how important it is to child-proof their homes. Household items that weren't a concern before can pose a serious risk once children are around. From curtain cords to electrical outlets, **it only takes a second for everyday objects to become a danger.**

While parents often take precautions to child-proof their kitchen, bathroom, and living room, studies have found that **one place is often overlooked – the laundry area.**

A

Why it matters



Laundry pacs are becoming more and more popular, especially among parents looking for a simple, yet effective laundry experience. However, many parents aren't aware of the importance of storing laundry pacs properly.



20% of households use laundry pacs



Over 80% of parents don't think their children can reach laundry pacs in their home*

*Source: 2015 American Cleaning Institute Survey:
Storing Laundry Packets

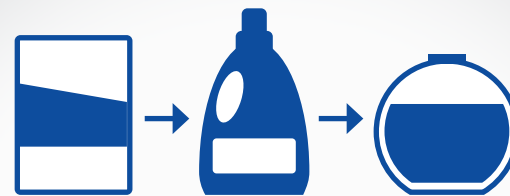


- Laundry pacs are designed to dissolve in water.
- Parents often put laundry pacs in places that are easily accessible to young children.
- Three million households with children under 4 keep the containers on the washer.*
- And 1 in 4 place laundry pacs on the washer or dryer while doing the laundry.*
- In fact, one-third of parents who bring their children into the laundry room admit that they can reach the laundry detergent.*

*Source: 2015 American Cleaning Institute Survey:
Storing Laundry Packets

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What is P&G doing to help?



Laundry habits are constantly evolving. As part of our investment in understanding families and their needs, P&G and Tide are continuously pacing with the changing landscape, from product innovations to education.



Tide is launching an educational campaign that includes television, online/digital marketing, and partnerships with safety and medical organizations.

P&G and these groups are working together to raise awareness and educate families on how to prevent laundry pac incidents among children.



SAFE
KIDS
WORLDWIDE

C

What
can
parents
do?

 **WARNING**



KEEP THEM
UP



KEEP THEM
CLOSED



KEEP THEM
SAFE

Keep laundry pacs out of reach of children.

Need help? Contact the Poison Control Center 1-800-222-1222.

**Liquid laundry pacs
are a part of many
Americans' daily routines,
especially parents**



**of American
households**
currently use liquid
laundry pacs



Over 80%
of parents
don't think their children
can reach the laundry pacs
in their home*

3 Million
**households with
children under 4**
keep the containers on
the washing machine*



And 1 in 4 parents
place laundry pacs on the washer
or dryer while they do laundry*

*Source: 2015 American Cleaning Institute Survey:
Storing Laundry Packets



Fabric Care