



Safety First!



85%

of parents agree that the safety of their children is the top priority in their home



77%

of parents rate their homes as safe

IS YOUR HOME SAFE FOR YOUR CHILD?

Did you know that like most household items, liquid laundry capsules can be dangerous in the hands of a child?

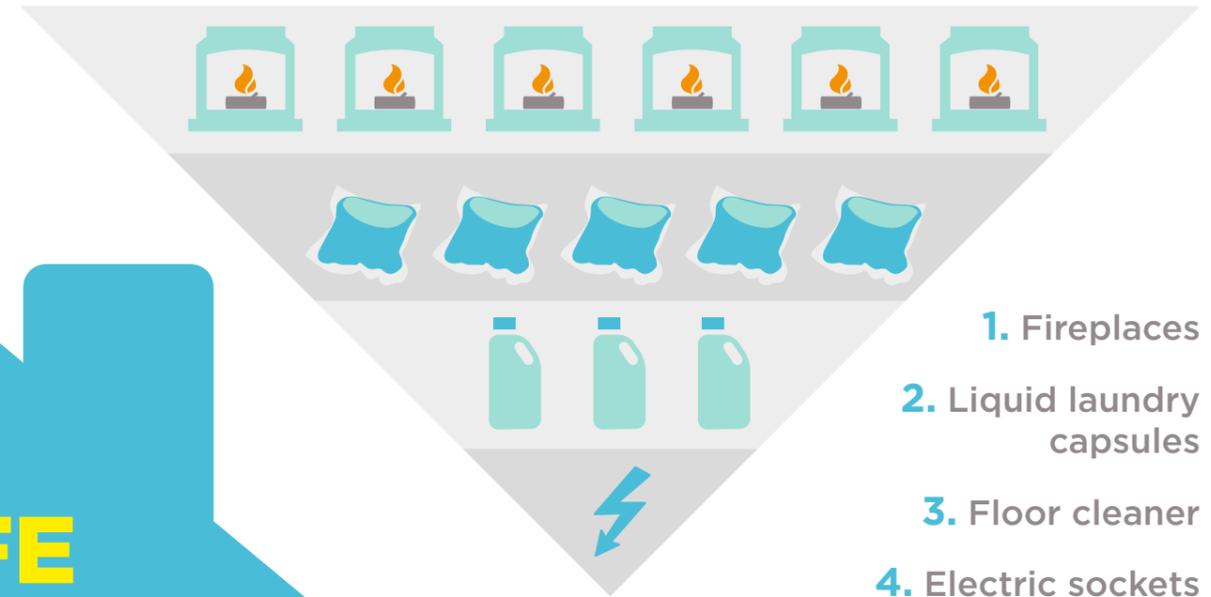
Yet, whilst **85%** of parents agree that the safety of their children is their top priority at home, **45%** store liquid laundry capsules in reach of children, not realising the risks.

Accidents happen in seconds.

Safety Checklist!



The top items parents consider to be risks in the home include:



1. Fireplaces
2. Liquid laundry capsules
3. Floor cleaner
4. Electric sockets



Think Again!

Almost half of parents unintentionally store liquid laundry capsules within reach of children (**45%**), not realising the risks.

Some parents choose where to store liquid laundry capsules based on:

29%

CONVENIENCE

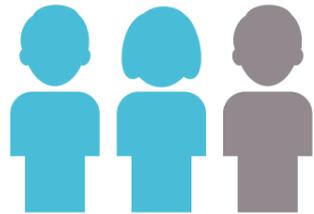
23%

LIMITED SPACE

And

1 in 3

have *never* locked them away



Act Now!



Only **48%** of parents regularly perform child safety assessments

Check your home now, and remember, when it comes to liquid laundry capsules,



To help keep children safe, Fairy Non Bio has designed a NEW Family Pack featuring an enhanced "Child-Lock" system: easy for parents to secure, but very difficult for little hands to unlock. The mechanism requires a coordinated action to open – tabs on the lid need to be pushed down and the lid needs to be turned, at the same time. The system has been specially designed to be extremely challenging for children under the age of five to use, but easy for parents to master. **Fairy Non Bio is dedicated to caring for your clothes and helping you care for your family too.**

Share the Message!

Fairy Non Bio and RoSPA join hands in their mission to raise awareness on how to safely store liquid laundry capsules at home.

*Consumer data collected via a survey of 1,946 parents of children aged 5 and under from UK, France, Germany, Italy, Netherlands and Czech Republic from 9-17 June 2016



Always keep away from children
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