

DURACELL®

#BITTERISBETTER



It takes **1 second** for a child to swallow a lithium coin battery.



It only takes **2 hours** for severe burns to occur.



When it comes to lithium coin batteries, **#BitterIsBetter.**



Duracell applies a non toxic bitter coating that helps discourage accidental swallowing.

Look for the '**Bitter Face**' icon on packaging!



New survey from **DURACELL** reveals...

2 in 3
parents

with kids under 6 have had to stop their child from putting something hazardous in their mouth, and 40% have had to remove something hazardous.

96% of
parents

with kids 6 and under agree they need to be more vigilant to ensure kids don't swallow lithium coin batteries.

More than
3 in 4
parents

are much more likely to buy lithium coin batteries that help protect children from accidentally swallowing them.

 Learn more at [Duracell.com/BitterIsBetter](https://www.duracell.com/BitterIsBetter)

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LITHIUM COIN BATTERY

Common household items with lithium coin batteries:

key fobs, key finders, remote controls, kitchen scales, thermometers, home security system window and door alarms, weight scales, meat thermometers, heart rate monitors and flameless candles, among others.



Lithium coin batteries are small, disc-shaped cells about the size of a nickel (20mm).



Here are some simple tips to help keep you and your family safer:



Find out which devices in the home contain lithium coin batteries, and store them away from and out-of-reach of children. Examples of common devices include flameless LED tealight candles, key fobs and thermometers.



Inspect the devices for any that don't have a screw on the battery compartment, and seal them with tape for an extra layer of protection.



Remove expired batteries – and place them away safely and out-of-reach of children until you can recycle them properly.



Choose Duracell Lithium Coin Batteries (2032, 2025 and 2016) with safety features such as a non-toxic bitter coating designed to help discourage swallowing, and child secure packaging that makes it nearly impossible to open without scissors.



Team up with friends and family to spread this information.



If you suspect that your child has ingested a lithium coin battery, take them immediately to an emergency room. If you aren't able to drive, call 911 for help.

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