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 is the only battery brand to apply a non toxic bitter coating that helps discourage 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

The Duracell Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,000 nationally representative US parents of kids ages 6 and under, between May 1st and May 5th, 2023, using an email invitation and an online survey. Data was weighted to ensure an accurate representation of nationally representative US parents of kids ages 6 and under.
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.

Learn more at Duracell.com/BitterIsBetter