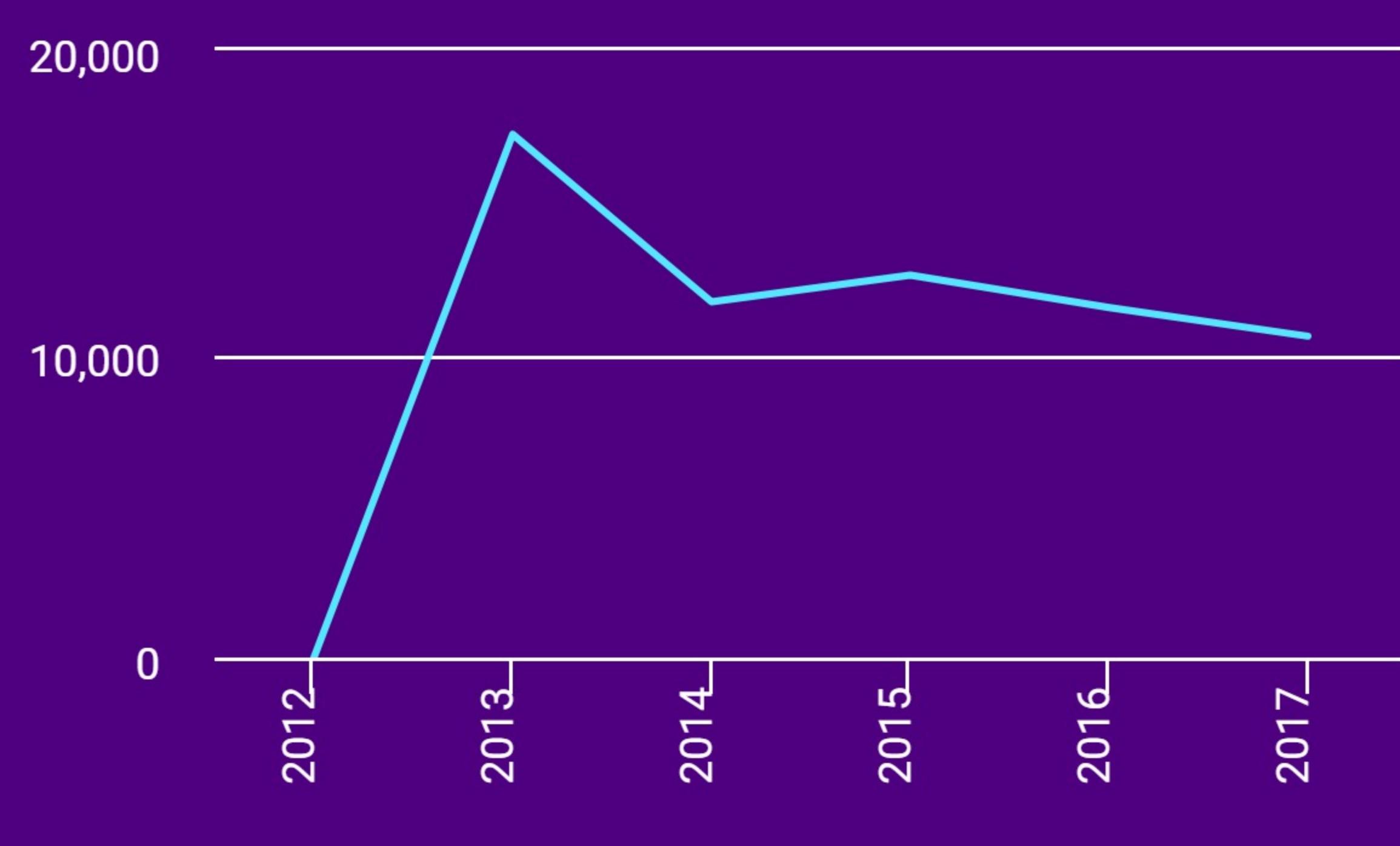


# TIDE PODS

The short history of a bite-sized laundry pod



2012

Tide Pods released

2015  
Tide adds bittering agent to pods to make them less appetizing



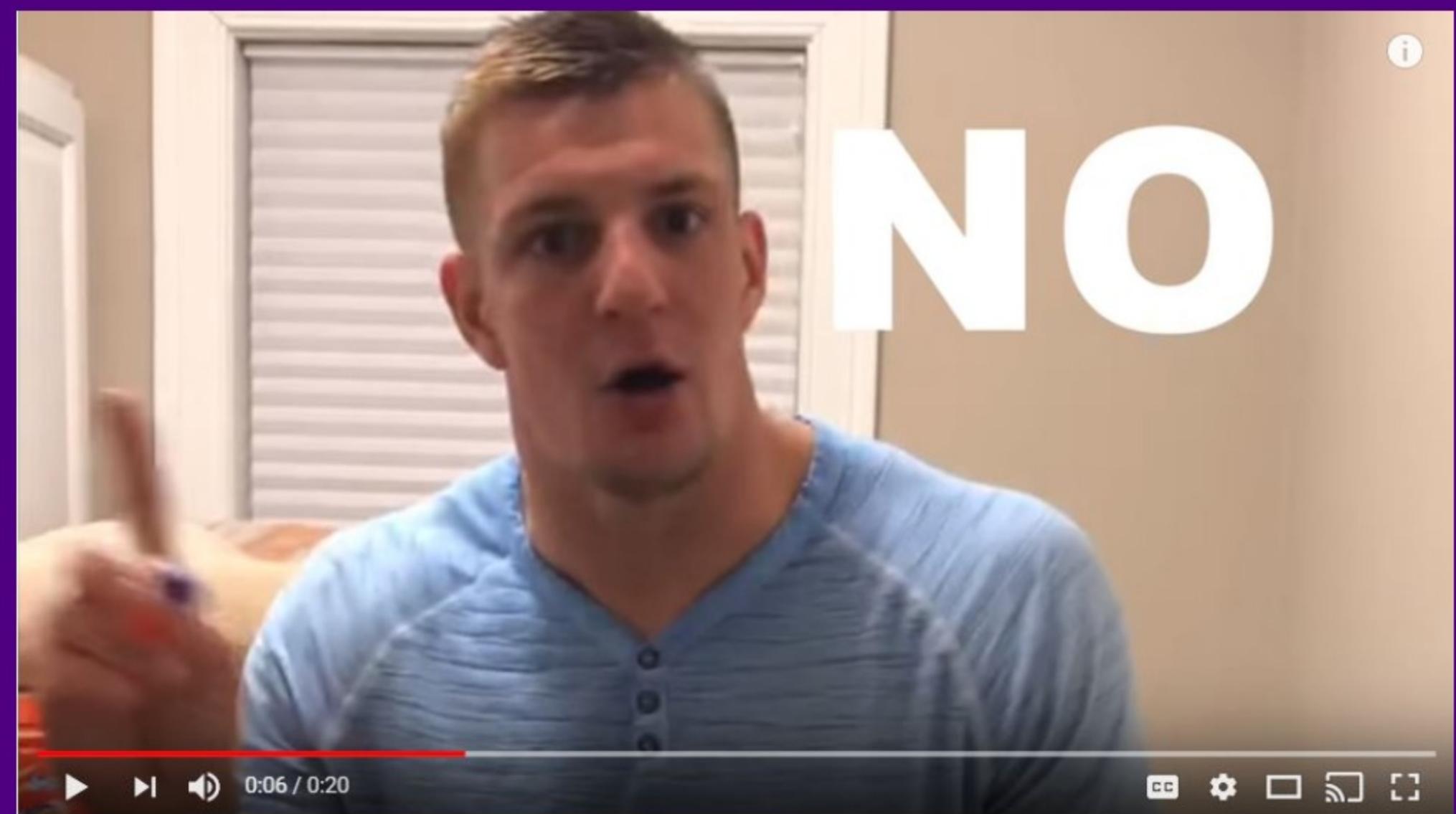
March 2017



College Humor Video showing man eating Tide Pods

January 12  
Gronk against the Tide Pod Challenge

P&G uses football player Robert Gronkowski as the face of their campaign against the "Tide Pod Challenge."



— Intentional Design —  
**UNINTENTIONAL DEATHS**

Who's responsible, parents or P&G?

2017

Death toll reaches  
2 children under 5  
6 adults with dementia

8

2018

29% of all poison control calls about intentional exposure to Tide Pods came in the first fifteen days of 2018.

On the heels of the "Tide Pod Challenge," where teens post videos of themselves intentionally ingesting the laundry pods, there were as many instances of teens (13-19) intentionally exposing themselves to Tide Pods in the first fifteen days of 2018 as the entire year of 2016.

“ January 22

Even the most stringent standards and protocols, labels and warnings can't prevent intentional abuse fueled by poor judgment and CEO of P&G the desire for popularity”



\*Exposure means contact with a substance in some way, i.e. ingestion, inhalation, absorption through skin or eyes, not all cases are poisonings or overdoses

## Sources:

[1] di Justo, Patrick. "What's Inside Squishy, Tasty-Looking Tide Pods?" WIRED, 18 Jan 2018. [2] Neff, Jack. "Eating Clean: A Brief History of Laundry Pods' Consuming Problem." AdAge, 24 Jan 2018. [3] Taylor, David. "Safety is No Laughing Matter." P&G, 22 Jan 2018. Press Release. [4] "ALERT: American Association of Poison Control Centers Warn About Potential Poison Exposure to Single-Load Laundry Packets." Poison Help, 16 Jan 2018. Press Release. [5] "Gronk knows that Tide PODS® are for DOING LAUNDRY. Nothing else." Tide, 12 Jan 2018. YouTube. [6] "Laundry Detergent Packets and Children." Poison Help. Alert. [7] "Don't Eat the Laundry Pods." College Humor, 31 Mar 2017. YouTube.