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***Fruit Bomb* Air Freshener Mistaken for Candy**

Experts at The University of Virginia Health System's Blue Ridge Poison Center have a warning for parents and children about a dangerous mistake some children have made. They've accidentally eaten an air freshener because the packaging looks like candy.

Children in Buffalo, New York purchased "*Fruit Bomb*" from a convenience store and ate it. There is a warning on the back of the package that the product is not to be swallowed. However, the colorful, cartoonish front of the packaging suggests that *Fruit Bomb* is candy, and it was displayed on the same shelf as candy products. To see what *Fruit Bomb* looks like, go to <http://blogs.consumerreports.org/safety/2008/07/fruits-bombs.html>

The children were treated and released from a Buffalo, NY emergency room.

Accidental poisoning that results from confusing an edible product with a non-edible product is not uncommon, says Kristin Wenger, Education Coordinator for the Blue Ridge Poison Center. "There are many household products and medicines that resemble food or candy. It is easy to make a mistake!" To keep your family safe, the poison center offers these tips:

- Store food and non-food items in separate places.
- Keep all household products & medicines locked out of reach and out of sight of young children. This includes any purses or bookbags where children may find medicines or other products they mistake for candy.
- Labels protect us! Take a moment to read the label on all medicines or products before you use them.
- Never transfer products out of their original, labeled containers.
- Keep the toll free number to the Blue Ridge Poison Center near every phone. If someone swallows something they shouldn't, bring the product to the phone with you and call right away. Do not wait for symptoms to develop. Experts are standing by 24 hours a day, every day! 1-800-222-1222. Cell users call 1-800-451-1428.

**Note to media: If you are interested in following up on this announcement, please contact the Dept. of Media Relations at the Uva Health System: 434-243-2734. Thank you!**