



## The New Jersey Poison Information & Education System

Serving New Jersey Since 1983

Please distribute to the public; your local radio, magazines and newspapers; websites; etc.

Designated regional poison center  
for New Jersey by New Jersey  
Department of Health and Senior  
Services and the American  
Association of Poison Control  
Centers

### PRESS RELEASE

Date: July 2008

Contact: Alicia Gambino, MA, CHES  
973-972-9280

# **WARNING:**

## **“Fruit Bomb” Air Freshener Mistaken for Candy**

(Newark, NJ)- The NJ Poison Control Center warns parents about a dangerous incident that happened in Buffalo, NY landing 3 children in the Emergency Room at Women & Children’s Hospital of Buffalo. The children accidentally ate Fruit Bomb, an air freshener, thinking it was candy. The store was selling this product near candy, further perpetuating the mistake. There is a warning on the back of the package saying that the product is not to be swallowed.

“As you can see from the picture below, the name and packaging of this product is very misleading, said Dr. Steven Marcus, Executive Medical Director of the NJ Poison Control Center. “At a quick glance, it is too easy to mistake this product for candy.”



Fruit Bomb

If you suspect someone has mistaken this product for candy, **CALL THE POISON CONTROL CENTER’S HOTLINE NUMBER IMMEDIATELY at 1-800-222-1222**, for treatment advice. The hotline may be used for emergency poisonings as well as for non-emergency questions regarding medications, household products, plants, environmental contaminants, or other poisons. The hotline is accessible 24 hours per day, everyday! Remember, **Help Is Just a Phone Call Away!**

**For Press follow-up, please call 1-800-222-1222**

located at University of Medicine & Dentistry of New Jersey