



**Procter & Gamble UK**  
The Heights, Brooklands,  
Weybridge, Surrey,  
KT13 0XP  
+44 (0) 1932 896000 phone  
+44 (0) 1932 896200 fax  
www.uk.pg.com

Richard T. Middleton  
Assistant Coroner  
Dorset Area Coroners

**22<sup>nd</sup> April 2025**

**Re: Regulation 28 Prevention of Future Death in respect of Mr. Philip Leslie Jones**

Dear Mr. Middleton,

We wish to begin by expressing our heartfelt condolences to the family and friends of Mr. Philip Leslie Jones in light of the tragic circumstances surrounding his passing. We recognise the gravity of the issues highlighted in the Coroner's Prevention of Future Deaths report and appreciate the chance to respond.

Our commitment to safety is unwavering. We rigorously assess the safety of all our ingredients and finished products before they are introduced, employing well-established risk assessment methods to evaluate potential hazards including choking and potential exposures. These evaluations are integral to our product development process starting from the early design stages and continuing after the products are made available on the market. Ensuring the safety of our products, packaging, and operations for our employees, consumers and the environment is a fundamental aspect of conducting responsible business and is crucial for building and maintaining public trust.

It is important to clarify that Fixodent products fully comply with EU and UK medical device regulations. We provide clear usage instructions on the product, its packaging and the accompanying leaflet. They are safe and do not pose a choking risk when used as intended and directed, as supported by Mr. Jones's previous experience with denture adhesive cream.

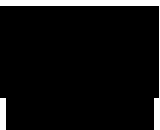
Our commitment to consumer safety is evident in our comprehensive post-market surveillance system which monitors any adverse events related to our products. This proactive approach aims to prevent future incidents and enhance overall consumer safety. The data from our surveillance system confirms that the product is safe with clear usage instructions.

We acknowledge and respect the Coroners' perspective that this product should be considered in risk assessments for individuals living in care home settings. We also believe that all products, not just oral care items, should be included in initial and regular risk assessments for those living with dementia in care home settings. On the day of his death, it was reported that denture adhesive cream was found in Mr. Jones's ears and nose indicating that the product was not used as intended which is crucial for understanding this incident.

Given these considerations, we are not proposing changes to our product or its packaging at this time. We will continue to monitor any adverse events related to the product to ensure its ongoing safety.

Thank you for allowing us to address these concerns. We remain committed to ensuring the safety and well-being of those who use our products and once again extend our deepest sympathies to Mr. Jones' family and friends.

Yours sincerely, on behalf of Fixodent



Senior Communications Director