

Dear Sir,

Re Prevention of Future Deaths notice 18th July 2025

Thank you very much for sharing your notification with Dementia UK following on from the hearing on the 17th of July 2025. I have carefully noted its content and I share your concerns as described in your notification.

It is something that we have seen in previous future death notifications, and as a specialist dementia nursing charity we believe we have a key role in promoting safe use and storage of laundry products. We have undertaken a number of actions to raise awareness of the issue. Our leaflet ([Keeping safe at home](#)) provides information on this topic and how people with dementia, their families and professionals can keep safe in the home.

In addition, we have been actively engaging with the UK Cleaning Products Industry Association (UKCPI) to support them in their development of a wide-ranging safety awareness campaign that will seek to raise these issues further with the public and professionals alike. The campaign will involve several different activities, products and collateral that will be shared nationally.

I have personally been involved in making sure that the campaign supports people with dementia, their families and professionals; and members of our Lived Experience Advisory Panel (made up people with dementia and carers) have actively been reviewing the campaign products and collateral. I hope that this UKCPI led campaign, supported by Dementia UK and others, will further reinforce the public safety messages around safe use and storage on laundry products.

The campaign is being planned to commence late September/early October 2025, and I hope it goes some way to raise awareness of the issues and prevents further tragic consequences that you describe in your report.

Please do not hesitate to get back in contact with me should you require any further information.

Yours Sincerely



Chief Nursing Officer
Dementia UK