

## **MEDIA RELEASE**

**Thursday 18 November, 2010**

### **IMPORTANT UPDATE ON HAPPY BABY SOOTHERS**

Sanbrook Brands Pty Ltd is happy to report that investigations by the ACCC and by Sanbrook into the safety of Happy Baby Latex soothers have been concluded.

Sanbrook said the Parliamentary Secretary to the Treasury, Mr David Bradbury gazetted a formal notice in relation to this matter yesterday.

“The ACCC’s findings and recommendations don’t require further action from Sanbrook in relation to stock sold before our Voluntary recall. However, Sanbrook requires all old stock to be returned and we will then consider the recall to be closed and are currently seeking urgent confirmation of this from the ACCC,” said Teresa Thompson, Managing Director, Sanbrook.

“Production of new, improved dummies has been underway for a few weeks and we are working hard to ensure all our retail customers have new stock to meet the demands by parents and carers for Happy Baby latex soothers. Our sales team will be in touch with retailers to ensure we are addressing procedures with respect to returning Happy Baby soothers to shelf as soon as possible,” Teresa said.

“Investigations have found no design fault and it has never been disputed by the ACCC that our products exceed the requirements of Australia’s Mandatory Product Safety Standards.”

“A very small number of products were found to have a risk of teat separation, with reported incidents at a very low rate of 0.000016, or 1.6 soothers in every 100,000 sold.”

“Our investigations suggest the very isolated failures could have been due to the use or supply of old stock or stock that has been over-exposed to UV light.”

“We have taken this opportunity to improve our products and expect to start shipping the new product within the next 2-3 weeks. Changes include increasing the wall thickness, further strengthening our soother teats and putting in place improved QC procedures.”

“We are also providing distributors, parents and carers better tools to manage age of stock in the supply chain including laser coded manufacturing date marking of the soothers and increased communication as to usage, care and rotation of the products in use by children. Further projects to assist parents and carers with proper rotation of dummies including by the use of colour coding or decorative customisation of dummies are underway.”



The new stock will be clearly marked with a circular sticker stating 'NEW STRONGER TEAT'.

This return to manufacturing, with the above in place, was cleared and approved by the ACCC via official correspondence on 22 October stating “...Sanbrook has agreed to produce an improved version of the Happy Baby Dummy...it will have a significantly increased wall thickness, the third layer of latex gripped by the shield...improved quality control and quality assurance systems...this meets the requirements that the ACCC considered would be necessary before Happy Baby dummies could be reintroduced to the market.”

“We know that parents may be concerned that changes to our soothers will affect the soft feel of the latex teat, but rest assured that the improved Happy Baby product will continue to soothe and comfort with that same natural feel that Aussie babies have loved for over forty five years”, said Thompson.

“Sanbrook looks forward to returning to shelves across Australia as soon as possible and to get back to what we do best – effectively soothing and comforting millions of babies (and their parents and carers).”

The freecall number for concerned customers is 1800 335 917. The email contact address is [safety@sanbrook.com.au](mailto:safety@sanbrook.com.au)

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