

MEDIA STATEMENT

Sunday August 22, 2010

Recall of Happy Baby Softfeel Latex dummies

Sanbrook Brands Pty Ltd is working with the ACCC to investigate incidents of teat separation involving Happy Baby Softfeel Latex dummies.

Pending the outcome of this investigation, Sanbrook has begun a voluntary, immediate recall of all Happy Baby Softfeel Latex dummies.

“The safety of our customers is Sanbrook's first priority. We are continuing to work with the ACCC and will undertake further testing and evaluation of affected dummies until all investigations are completed.”

“Sanbrook understands that the temporary unavailability of Happy Baby Softfeel Latex Cherry and Niteglo dummies may cause inconvenience to families and we apologise for that. However customer safety is our first priority.”

“Our dummies meet all applicable Australian safety standards and have been tested by numerous independent laboratories to confirm this. Sanbrook's own internal evaluation of returned dummies has found no fault with those products.”

“However, in light of new information following an expert observation provided by the ACCC to the company late on Friday August 20, Sanbrook is putting an urgent voluntary recall into place.”

“Sanbrook will advertise the recall in national and regional newspapers and has also provided information on its website which is www.sanbrook.com.au

“Parents and carers should immediately remove these dummies from children. They can return them to us for a refund or replacement.”

The freecall number for concerned customers is 1800 335 917. The email contact address is safety@sanbrook.com.au

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