

CONSUMER SAFETY ALERT

Baby Self-Feeding Products

Risk of serious harm or death



Baby self-feeding products are designed to enable babies to bottle feed with little to no assistance from a caregiver. This is inconsistent with NHS guidance in relation to safe bottle feeding. When used as intended, even whilst under the supervision of a caregiver, this could lead to serious harm or death from choking or aspiration pneumonia.

Consumers should immediately stop using these products and dispose of them safely.

Businesses must immediately remove these products from the market as they cannot comply with the safety requirements under the General Product Safety Regulations 2005.



Office for Product
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Office for Product Safety and Standards

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