



100cm Jumbo Soft Plush Elephant

Aspect	Details
Images	
PSD Number	2607-0141
Product Type	Toys – Dolls/Soft Toys (Non Powered)
Product Identifiers	Model Number: 13022023 Amazon ASIN: B084GQXFC8 Amazon Listing Name: 100 cm Jumbo Soft Plush Elephant Giant Super Cuddly Toy Stuffed Pillow Cute Teddy Gift
Product Description	Soft plush elephant with pink feet and ears.
Country of Origin	China
Counterfeit	No
Risk Level	Serious
Risk Type	Suffocation
Risk Description	<p>The product was originally marketed as a pillow. If used as a pillow in an unsupervised sleep environment, it could present a serious risk of suffocation to a child under 12 months.</p> <p>OPSS has recently published a Product Safety Alert for Baby Sleep Pillows, which highlights the risk that sleep pillows may pose to babies: Product Safety Alert (PA8).</p> <p>Further information on safe sleeping for babies can be found on the NHS website at the following link: https://www.nhs.uk/start-for-life/baby/baby-basics/newborn-and-baby-sleeping-advice-for-parents/safe-sleep-advice-for-babies/</p> <p>The product as originally marketed did not meet the requirements of the General Product Safety Regulations 2005.</p>
Corrective Measures	<p>Warning consumers of the risks and making the marketing of the product subject to prior conditions.</p> <p>On 22 July 2025, Magic Toy Shop Ltd amended the Amazon product</p>



Office for Product
Safety & Standards

Product Safety Report

	<p>listing to remove references to the product being used as a pillow and to ensure that it is marketed solely as a soft toy.</p> <p>Consumers who purchased the product prior to 22 July 2025 are advised to review the Product Safety Alert and NHS safer sleep guidance referenced above and ensure that the product is not used as a baby sleep aid or placed in a baby's sleep environment.</p>
Online Marketplace	Amazon
Notifier	Office for Product Safety and Standards