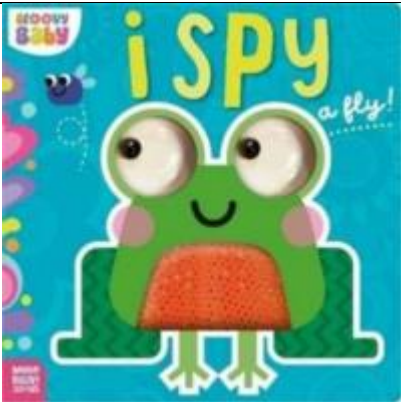




Groovy Baby “I Spy a Fly” Book	
Aspect	Details
Images	 The image shows the front cover of a children's book titled 'i spy a fly!'. The cover is blue with a green frog character in the center. To the right of the frog is a purple fly character. The title 'i spy a fly!' is written in a playful font. Below the main title, there are smaller images of the frog and fly characters. The book is shown next to a small diagram of a fly with red arrows pointing to its wings, indicating the risk of choking.
PSD Number	2609-0049
Product Type	Toys - Books
Product Identifiers	Brand: Groovy Baby Barcodes/ISBN: 9781836422600, 9781836422594, 9788384253960, 9781836427131 Sales period: September 2024 to August 2026.
Product Description	Children's printed interactive book
Country of Origin	Unknown
Counterfeit	No
Risk Level	Not provided
Risk Type	Choking
Risk Description	The product presents a risk of choking because the fly wings on the last page of the book may in some instances detach from the book when pulled. This poses a potential choking hazard for babies and young children. The product does not meet the requirements of the Toys (Safety) Regulations 2011.
Corrective Measures	The product has been recalled from end users by Make Believe Ideas (MBI). Consumers should cease using the product immediately. For more information on disposal instructions and refunds please visit Product Safety Recall: I Spy a Fly! – Make Believe Ideas or contact ispy@makebelieveideas.com.
Online Marketplace	N/A
Notifier	Local Authority Trading Standards