

Thursday 29 July 2010

IMPORTANT UPDATE REGARDING HAPPY BABY DUMMIES

ACCC Completes Investigation of Happy Baby Dummies

This morning the ACCC have confirmed to Sanbrook Brands that there is no reason Happy Baby dummies should be restricted from supply and sale. The **investigation is now complete** and our soothers have passed the vigorous testing required. This result aligns with the outcome of Sanbrook Brands own testing. We are advising our retail customers of this outcome and understand that **Happy Baby products will be returned to shelves nationally** starting today.

Sanbrook Brands takes consumer complaints very seriously. Over the last week, our team have worked closely with the ACCC to provide all requested information, samples, procedures and documents for their review and the independent product testing that has ensued. The ACCC, CSIRO and CHOICE/Test Research have conducted independent testing of our products, including the product in question, all of which passed successfully. Sanbrook Brands have 45 years of experience in manufacturing dummies to the highest of safety standards. All Happy Baby products comply with the mandatory safety standards.

We believe the best outcome of this investigation is that all Australian families will be more aware of how to safely use soothers, regardless of which brand they are using. I refer below to the usage and care instructions (as defined by Australian Safety Standard AS2432 for babies dummies) as a reminder to all parents to please exercise care when using dummies and in fact any product for babies. All Happy Baby products contain important instructions on how to use and care for them, so customers do not inadvertently compromise the quality of the product.



Peter Sanbrook
Executive Chairman



Teresa Thompson
Managing Director



Care Instructions

- Soothers have a limited life. Inspect carefully before each use, especially when the child has teeth. Pull on the teat firmly in all directions. Throw away at the first signs of damage or weakness.
- Throw away when worn, discoloured, sticky or deflated. The air cushioned teat acts as a safety warning for a bite hole which is noticeable when the soother deflates or appears flat.
- Do not pull soother apart.
- Latex is a natural product and will deteriorate with age, replace regularly
- Some medicines, strong washing detergents and teething gels can damage the latex teat
- We recommend the use of 3 soothers in rotation. Replace at least every 2 months, even if soother still appears to be in good condition
- Do not leave soother in direct sunlight when not in use or near a source of heat, or leave in a sterilising solution for longer than recommended, as this may weaken the teat
- Do not dip teat in sweet substances (e.g. jam, syrups, honey) as this can lead to tooth decay
- Do not attach pins, ribbons or string to any part of the soother (i.e. around the ring, plug or through the ventilation holes) as these can be strangulation hazards. Strangulation hazards include the cutting off of blood supply to fingers and limbs
- In the event that the soother becomes lodged in the mouth, be aware it cannot be swallowed and is designed to cope with such an event. Remove from the mouth with care as gently as possible

Sterilising

Before each use, thoroughly clean, then sterilise the soother and cover by either:

- (a) immersing entire soother in baby-bottle sterilising solution in accordance with instructions for use of the sterilising solution, or
- (b) boiling the soother in water for a maximum period of 5 minutes.

Do not sterilise in microwave, electric steriliser or dishwasher. Do not over sterilise as this may cause faster deterioration of the latex teat.

When soother is not intended to be used immediately after sterilisation, attach the protective cover and store in a cool, dry, covered container until soother is required.

WARNING

DO NOT TIE SOOTHER AROUND BABY'S NECK, AS IT PRESENTS A STRANGULATION HAZARD