

CONSUMER SAFETY ALERT

Baby Self-Feeding Pillows

Risk of serious harm or death



Baby self-feeding pillow products are designed to be attached to a bottle so that the baby may be positioned on its back to self-feed without the assistance of a caregiver holding the bottle and controlling the feed. This is inconsistent with NHS guidance in relation to safe bottle feeding. When used as intended, even whilst under the supervision of a caregiver, it could lead to immediate, 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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