



Recall of Baby Rattles Due to Choking Hazard

Written by Administrator
Thursday, 20 January 2011

Although baby rattles are among the simplest toys on the market, they can pose a serious choking hazard to young children. When infants or others exert pressure on the rattles and their beads fall off, young children can choke after placing the beads in their mouths. The New Jersey importer, Kid O Products, LLC, has agreed to cooperate with the U. S. Consumer Product Safety Commission (CPSC) and recall about 1,500 baby rattles. While no deaths have been reported due to this risk, consumers must still immediately remove these rattles from their children's cribs and play areas.

Specific Description of Potentially Dangerous Rattles

Consumers can readily recognize these Kid O Products, LLC, baby rattles by noting the following facts about them:

- They became available to American consumers in children's specialty stores between November 2010 and December 2010,
- These rattles are about 3 and 1/4th inches long and were priced at about \$12 each;
- The rattles are described as **Prisma** and **Duo** style wooden baby rattles, featuring multi-colored beads;
- The **Prisma rattle** is shaped like a bell, features a loop handle and its packaging bears the style number 10331;
- The **Duo rattle's** packaging should bear the style number 10333; and

- The **Duo rattle** consists of two interlocked rings, featuring red and blue bead highlights.

All consumers who purchased these baby rattles will receive a full refund for them, whether they take them back to the stores where they bought them or directly return them to Kid O Products, LLC. *[Those wanting to mail these products directly back to Kid O Products, LLC, can find the information they'll need by either visiting the company's Web site at: www.kidoproducts.com or by calling the company collect at (212) 366-5858, between Monday and Friday, between 9 a.m. and 5 p.m., Eastern Standard Time.]*

Consumers must remember that all products featuring small parts or sharp edges can cause serious injuries to small children.

Cell Phones Can Be Just as Dangerous to Children as Some Baby Rattles

Keep in mind that the small, detachable parts of most cell phones can also pose a choking hazard to toddlers. Likewise, some cell phone models feature sharp edges that can inflict lacerations on curious toddlers or young children. Finally, the plastics used to make these phones often contain potentially harmful chemicals.

These and other similar concerns are referenced in a 2009 Associated Press (AP) article (posted on the Livestrong.com Web site) entitled, "What Are the Dangers of Babies Playing with Cell Phones?" The article quotes one of *PC Magazine's* highly respected mobile device analysts who concludes, "Maybe I'm just paranoid, but I wouldn't use a \$300 baby rattle."

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