

News from CPSC

U.S. Consumer Product Safety Commission

Office of Information and Public Affairs

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Firm's Recall Hotline: (888) 689-9444
CPSC Recall Hotline: (800) 638-2772
CPSC Media Contact: (301) 504-7908

It's MY Binky Recalls Personalized Pacifiers Due to Choking Hazard

WASHINGTON, D.C. – The U.S. Consumer Product Safety Commission, in cooperation with the firm named below, today announced a voluntary recall of the following consumer product. Consumers should stop using recalled products immediately unless otherwise instructed. (To access color photos of the following recalled products, see CPSC's Web site at www.cpsc.gov.)

Name of product: It's My Binky's Personalized Pacifiers

Units: About 115,000

Importer: It's My Binky, of Henderson, Nev.

Hazard: The pacifier button, ring handle and shield with nipple can detach, posing a choking hazard to infants.

Incidents/Injuries: It's My Binky has received two reports of the pacifier button, ring handle and shield with nipple detaching. No injuries have been reported.

Description: The recalled pacifiers have "Japlo" imprinted on the front of the pacifier shield at the bottom, center. The pacifiers were sold in blue, white and pink with various words or designs printed on the button of the pacifier. Examples of text and symbols printed on recalled Japlo pacifiers include but are not limited to the following:

BLUE (pacifier w/text)

Image of a skull (no text)
stud muffin
prince charming
my mom rocks
mute button
my dad rocks
momma's boy
insomniac
future ceo
little monster
flirt
bad to the bone

WHITE (pacifier w/text)

image of a skull (no text)
stud muffin
prince charming
princess
my mom rocks
mute button
little monster
future ceo
daddy's girl
born to shop

PINK (pacifier w/text)

spoiled
princess
my mom rocks
mute button
my dad rocks
insomniac
future ceo
flirt
daddy's girl
born to shop

Sold at: Nordstrom and baby boutique retail stores nationwide and online at www.itsmybinky.com from February 2006 through June 2008 for between \$5 and \$6.

Manufactured in: Malaysia

Remedy: Consumers should immediately take these pacifiers away from children and return them to the store where purchased or contact the firm if purchased online to receive a free replacement pacifier.

Consumer Contact: For additional information, contact It's My Binky toll-free at (888) 689-9444- between 8 a.m. and 4:30 p.m. Monday through Friday PT or visit the firm's website at www.itsmybinky.com or e-mail Danielle Riiber at Danielle@itsmybinky.com.

Media Contact: Danielle Riiber at (702) 622-6261.



The U.S. Consumer Product Safety Commission is charged with protecting the public from unreasonable risks of serious injury or death from more than 15,000 types of consumer products under the agency's jurisdiction. Deaths, injuries and property damage from consumer product incidents cost the nation more than \$800 billion annually. The CPSC is committed to protecting consumers and families from products that pose a fire, electrical, chemical, or mechanical hazard. The CPSC's work to ensure the safety of consumer products - such as toys, cribs, power tools, cigarette lighters, and household chemicals - contributed significantly to the decline in the rate of deaths and injuries associated with consumer products over the past 30 years.

To report a dangerous product or a product-related injury, call CPSC's hotline at (800) 638-2772 or CPSC's teletypewriter at (800) 638-8270 or visit CPSC's Web site at www.cpsc.gov/talk.html. Consumers can obtain this release and recall information at CPSC's Web site at www.cpsc.gov.

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