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**Baby soothers – Messages for consumers**

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| **Suggested texts for images** | **Texts for media posts** |
| #ProductGO   * Children’s safety first: shop smart * Children’s safety is priceless! * Children’s safety comes first * Don’t compromise on children’s safety | **Meta and Instagram**  Baby soothers 👶 purchased from cheap marketplaces may not meet safety standards and could put your child at risk⚠️.  🛠️Notice a defect in your product? Replace it immediately to prevent harm, such as choking.  🚨Any issues should also be reported through the [Consumer Safety Gateway](https://webgate.ec.europa.eu/consumer-safety-gateway/screen/public/home) to help keep others safe.  ➡️Find out more about the main problems with baby soothers here – [Safety Gate](https://ec.europa.eu/safety-gate/#/screen/home).  #ProductGO |
| #ProductGO   * Safe soother, safe baby! * Check your baby soother’s safety * Children’s safety first * Don’t risk children’s safety | **Meta and Instagram**  🚨Be alert to the safety risks baby soothers👶may pose.  ⚠️Ensureyour child’s soother does not have small parts that can easily come off. Small parts and breakage = choking hazards.  ➡️Find out more about the main problems with baby soothers here – [Safety Gate](https://ec.europa.eu/safety-gate/#/screen/home).  #ProductGO |
| #ProductGO   * Read, check, and ensure safe use * Trusted soothers, safer child * Is the soother safe? * Soother safety compliant? | **Meta and Instagram**  👶Is your child using its soother safely?  📑Always follow product instructions and age recommendations.  ⚠️Missing safety information? This could mean failure to meet required safety standards and should be 🚨 reported through the [Consumer Safety Gateway](https://webgate.ec.europa.eu/consumer-safety-gateway/screen/public/home).  ➡️Find out more about the main problems with baby soothers here – [Safety Gate](https://ec.europa.eu/safety-gate/#/screen/home).  #ProductGO |

**Soother holders – Messages for consumers**

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| **Suggested texts for images** | **Texts for media posts** |
| #ProductGO   * Shop wisely; keep children safe * Choose safe soother holders | **Meta and Instagram**  🔍Always check a child’s👶soother holder for small detachable parts – these can cause choking.  ❌Never leave a child alone with the soother holder. It can pose strangulation risk, especially while sleeping.  ➡️Find out more about the main problems with soother holders here – [Safety Gate](https://ec.europa.eu/safety-gate/#/screen/home).  #ProductGO |
| #ProductGO   * Homemade soother holders: know the risks * DIY soother holders: know the risks * Keep it safe, keep it simple! | **Meta and Instagram**  👶Homemade baby soother holders may not meet safety standards and could pose further risks.  ❌Never attach them to other strings, ribbons or cords – length limits are crucial to prevent strangulation.  ➡️Find out more about the main problems with soother holders here – [Safety Gate](https://ec.europa.eu/safety-gate/#/screen/home).  #ProductGO |

**Baby soothers and soother holders – Message for economic operators**

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| **Suggested texts for images** | **Text for media post** |
| #ProductGO   * Your responsibility for their safety * Safety starts with you * Know the safety rules | **LinkedIn**  Are you a manufacturer, importer or distributor of baby soothers and soother holders👶?  You must ensure your products meet the general safety standards ✅ before placing them on the market.  ⚠️Any potential risks posed to children must be clearly marked on the packaging 📦.  📝If it’s both a soother holder and a toy, it must meet the requirements of both the General Product Safety Regulation and the Toy Safety Directive.  ➡️Find out more about the main problems with baby soothers and soother holders here – [Safety Gate](https://ec.europa.eu/safety-gate/#/screen/home).  #ProductGO |