

# News from CPSC

## U.S. Consumer Product Safety Commission

Office of Information and Public Affairs

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**For Immediate Release**  
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**Firm's Recall Hotline: (800) 994-6260**  
**CPSC Recall Hotline: (800) 638-2772**  
**CPSC Media Contact: (301) 504-7908**

### Reebok Recalls Bracelet Linked to Child's Lead Poisoning Death

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](http://www.cpsc.gov).)

**Name of Product:** Reebok Heart-Shaped Charm Bracelets

**Units:** About 300,000

**Importer:** Reebok International Ltd., of Canton, Mass.

**Hazard:** The recalled jewelry contains high levels of lead, posing a risk of lead poisoning and adverse health effects to young children.

**Incidents/Injuries:** Reebok has received a report of a death caused by lead poisoning of a 4-year-old child from Minneapolis, Minn. The child reportedly swallowed a piece from one of these bracelets.

**Description:** The recall involves an 8-inch long metal bracelet with a heart-shaped charm. The name "Reebok" is engraved on the one side of the charm. The charm bracelet was provided as a free gift with the purchase of various styles of children's footwear.

**Sold at:** Major shoe stores nationwide from May 2004 through March 2006. The manufacturer's retail price of the shoes ranged between \$33 and \$50.

**Manufactured in:** China.

**Remedy:** Consumers should immediately take the charm bracelets away from children and dispose of the entire bracelet.

**Consumer Contact:** For additional information, contact Reebok at (800) 994-6260 between 8 a.m. and 5 p.m. ET Monday through Friday, or visit Reebok's Web site at [www.reebok.com](http://www.reebok.com).





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 \$700 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 30 percent 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](http://www.cpsc.gov/talk.html). Consumers can obtain this release and recall information at CPSC's Web site at [www.cpsc.gov](http://www.cpsc.gov).

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