

IMPORTANT SAFETY NOTICE

Dear Retailer,

Zuru is working on a recall with Health Canada regarding a safety issue with its full size Baby Shark Sing & Swim Bath Toy with a hard plastic top fin. When using the Baby Shark Sing & Swim Bath Toy with the hard plastic top fin, particularly in a bathtub or wading pool, a child may slip and fall onto the plastic top fin of the shark posing an impact risk. Zuru is not aware of incidents in Canada. There have been a few incidents outside of Canada. In light of this, Zuru has decided to do a voluntary recall of this product in Canada.

The recalled full-size Baby Shark bath toys sing and swim when placed in water. They have a hard plastic top fin with three grooves on one side, measure about 7-inches from nose to tail and were sold in three colors: yellow, pink and blue. They were sold individually and in packs of three. The recalled full-size bath toys have tracking label information on the bottom, including raised lettering that states model number “#25282” and a date code beginning with the letters “DG” followed by “YYYY/MM/DD” in the date range DG20190501 through DG20220619. Only full-size Baby Shark toys with a hard plastic top fin are included in this recall.

A similar recall will be launched on June 22, 2023, with the USA Consumer Products Safety Commission in the U.S. Consumers are being directed to dispose of the toy and will not be asked to return inventory to a retail store.

We request that you immediately stop sale and quarantine any inventory you may have of the full size Baby Shark with the hard plastic top fin and advise us of the number of units you have in inventory. We also ask that you dispose of these products promptly.

Note: Zuru’s new full-size Baby Shark has a silicone top fin and is NOT involved in the recall. In addition, Zuru is modifying both the full-size and its mini sharks to have only silicone fins in all locations, top and side, which will not be subject to the recall.

