

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: (855) 535-2099

CPSC Recall Hotline: (800) 638-2772

CPSC Media Contact: (301) 504-7908

EKSuccess Brands Recalls American Girl Crafts Jewelry Kit Due to Violation of Lead Paint Standard

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. It is illegal to resell or attempt to resell a recalled consumer product.

Name of Product: American Girl Crafts™ Pearly Beads & Ribbon Bracelets kit

Units: About 75,000

Distributor: EKSuccess Brands, a division of Wilton Brands Inc., of Woodbridge, Ill.

Hazard: The surface coating on some of the beads contains excessive levels of lead, which is prohibited under federal law.

Incidents/Injuries: None reported.

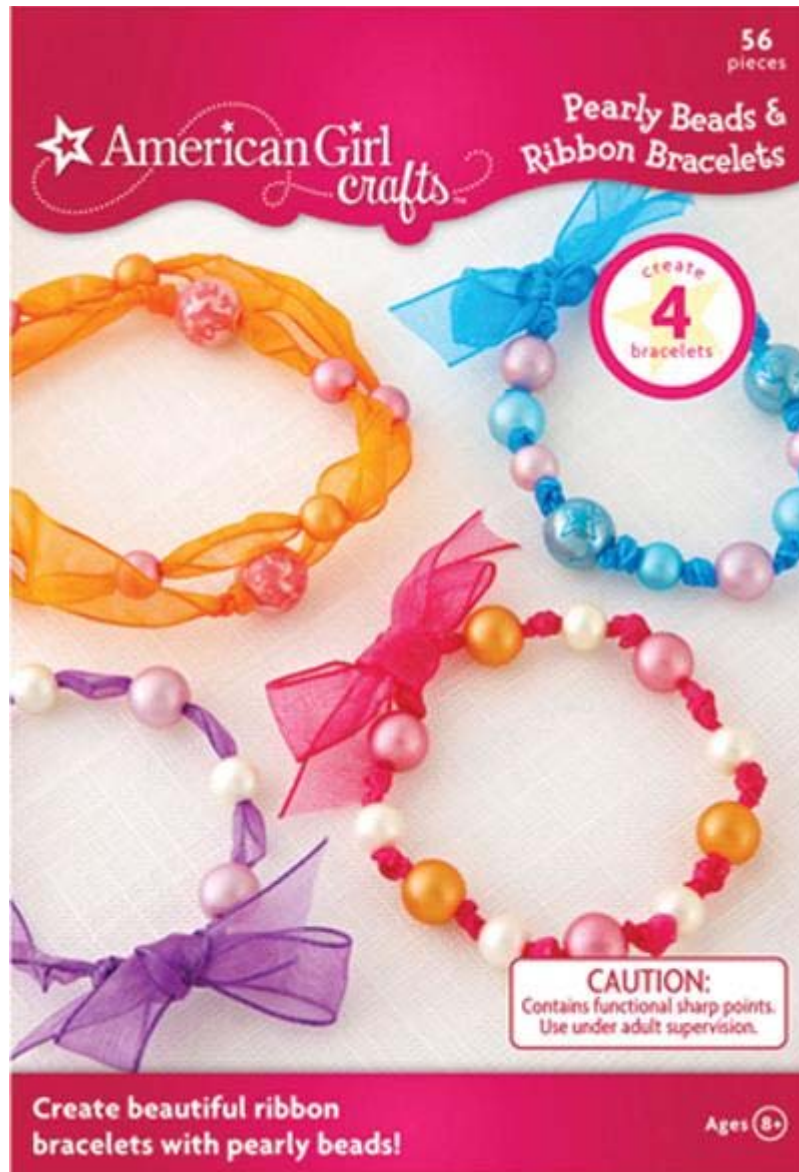
Description: This recall involves the Pearly Beads & Ribbon Bracelets kit distributed under the American Girl Crafts name with a SKU number of 30-585331. The SKU number is located on the back of the package in the lower right corner. The kit contains 56 pieces. The beads in the jewelry kit are pink, blue, orange and white. Some pink beads have darker pink butterflies imprinted on them. The ribbons in the kit are orange, red, blue and purple.

Sold at: Michaels Stores and other retailers nationwide from September 2009 through June 2011 for about \$8.

Manufactured in: China

Remedy: Consumers should immediately take the recalled kits and any finished bracelets made from the kits away from children and contact the company for a full refund.

Consumer Contact: For additional information, contact EKSuccess Brands toll-free at (855) 535-2099 between 8 a.m. and 4:30 p.m. CT Monday through Thursday and between 8 a.m. and 2 p.m. CT on Fridays or visit the firm's website at www.eksuccessbrands.com



The U.S. Consumer Product Safety Commission (CPSC) is still interested in receiving incident or injury reports that are either directly related to this product recall or involve a different hazard with the same product. Please tell us about your experience with the product on

www.saferproducts.gov

CPSC is charged with protecting the public from unreasonable risks of injury or death associated with the use of the thousands of consumer products under the agency's jurisdiction. Deaths, injuries, and property damage from consumer product incidents cost the nation more than \$900 billion annually. CPSC is committed to protecting consumers and families from products that pose a fire, electrical, chemical, or mechanical hazard. CPSC's work to ensure the safety of consumer products - such as toys, cribs, power tools, cigarette lighters, and household chemicals - contributed to a decline in the rate of deaths and injuries associated with consumer products over the past 30 years.

Under federal law, it is illegal to attempt to sell or resell this or any other recalled product.

To report a dangerous product or a product-related injury, go online to: www.saferproducts.gov, call CPSC's Hotline at (800) 638-2772 or teletypewriter at (800) 638-8270 for the hearing impaired. Consumers can obtain this news release and product safety information at www.cpsc.gov. To join a free e-mail subscription list, please go to <https://www.cpsc.gov/cpsclist.aspx>.

