

Unsafe Products

What to do?

Impact Presentation to Young Consumer. 8-80 Approach

Storytelling

3 stories about unsafe products





01

Unsafe product

DEFECTIVE BICYCLE - The brakes

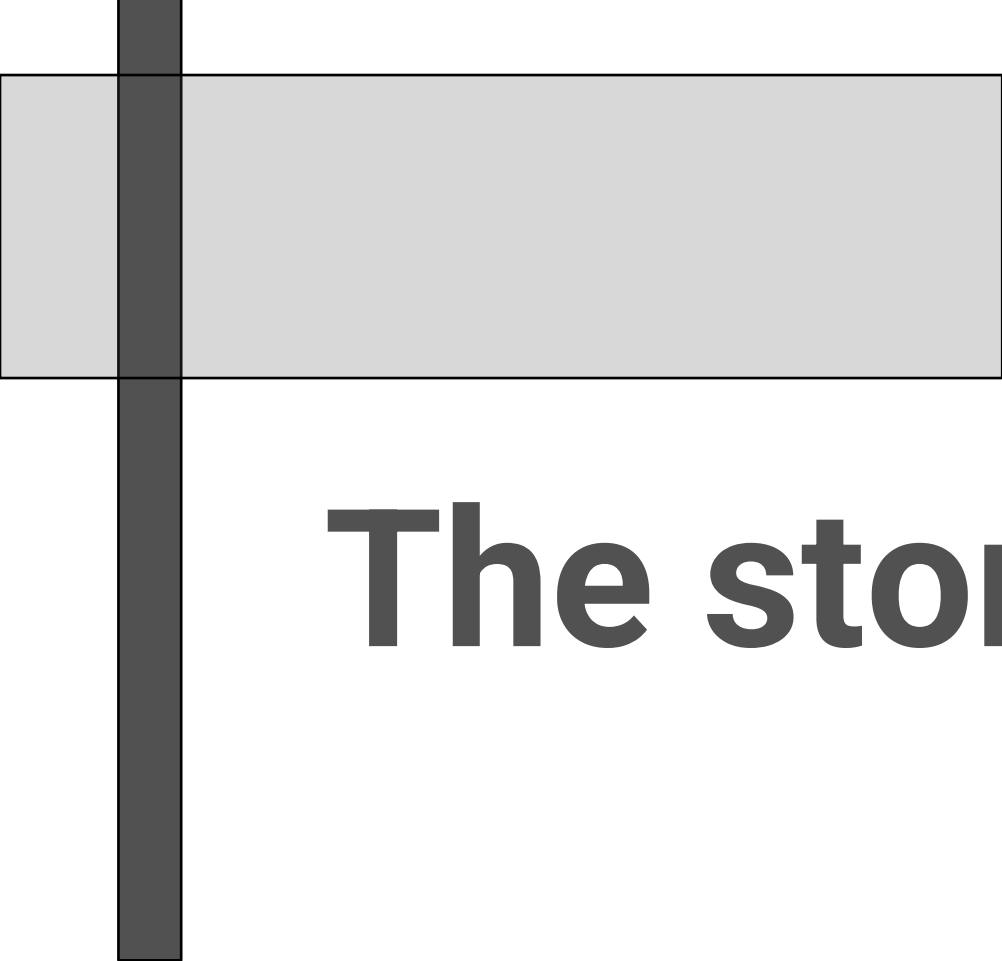
The story of João

João, 12 years old, loves sports and outdoor activities. His favourite one is cycling.

What cycling means to João:

- Freedom
- Movement,
- Independence,
- Spending time with friends.

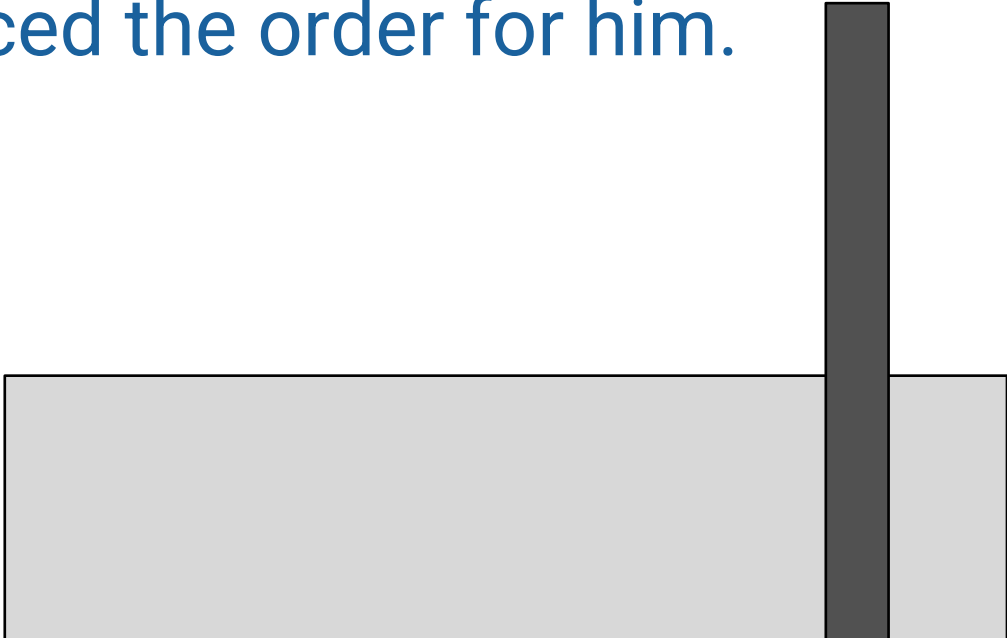




The story of João

A new bicycle!

Three weeks ago, his parents bought him a new bicycle.
He chose it himself after searching different options online and finding one he liked at a lower price than in other shops.
As the purchase was made on an online sales platform, his parents placed the order for him.



The story of João

One day, while going downhill, **the brakes failed**, he lost control of the bicycle and fell. The fall was so violent that it caused a broken leg and several bruises.

João needed surgery and spent several months recovering and undergoing physiotherapy. Several months in which his daily routines and those of his family changed significantly...

THIS SHOULD NOT HAVE HAPPENED!



What caused this accident?

Brake failure – defective bicycle = unsafe product



Only safe products may be placed on the market!



02

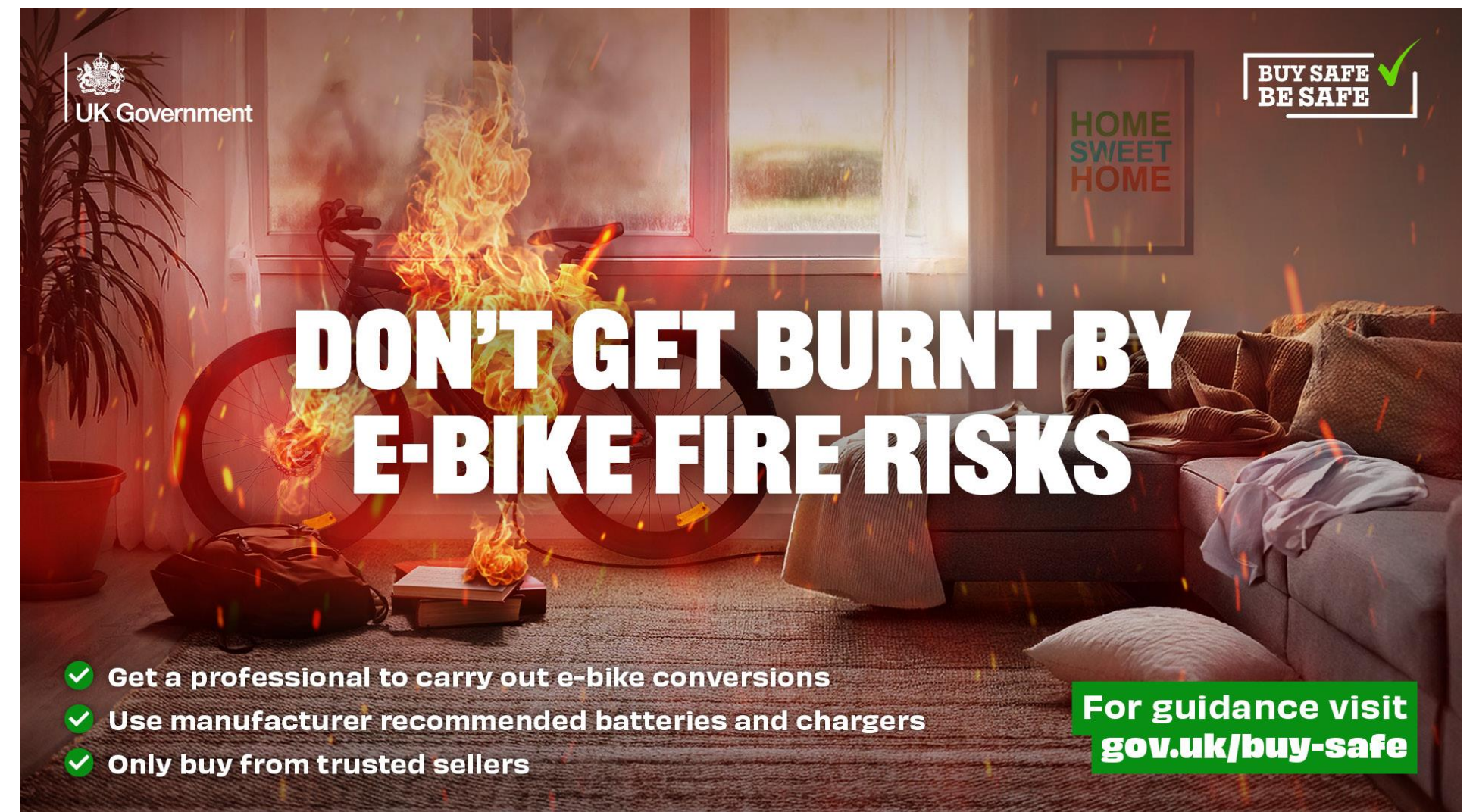
Unsafe product

LITHIUM-ION BATTERIES

Lithium-ion batteries – risk of fires

Lithium-ion batteries can cause serious fires, particularly if of poor quality, when damaged or improperly used.

There has been an increase in the number of fires around the world linked to lithium-ion batteries.



<https://www.gov.uk/guidance/buy-safe-be-safe-avoid-e-bike-and-e-scooter-fires>

Source: UK Government, Open Government Licence v3.0

Lithium batteries – risk of fire

Unsafe, non-compliant, or improperly used lithium-ion batteries can cause fires that pose a serious risk to people and property.

THIS SHOULD NOT HAVE HAPPENED!

What causes fire?

Lithium-ion batteries - non-compliant = unsafe product



Only safe products may be placed on the market!



03

Unsafe product

MAGNETICS

The story of David*

After several days of abdominal pain, a 13-year-old boy ended up having to undergo intestinal surgery.

The reason?

He had swallowed between 80 and 100 high-powered magnets that he bought online through one digital commerce platform.

The case was reported in New Zealand

Fonte: <https://sicnoticias.pt/especiais/insolitos/2025-10-24-jovem-de-13-anos-submetido-a-cirurgia-apos-engolir-ate-100-imanes-que-comprou-na-internet-3d11fd09>

*fictitious name



"An X-ray, shared with the New Zealand Medical Journal, shows how the magnets were clustered inside the 13-year-old's intestines."

Source: New Zealand Medical Journal / AFP / Getty Images / The Guardian



"New Zealand Medical Journal / The Independent"

The story of David*

It is easy to buy magnetic items online without safety warnings.

On the internet, there are challenges to swallow small magnetic items that resemble piercings.

David* bought an unsafe product online and was enticed by the challenge, without assessing the dangers.

THIS SHOULD NOT HAVE HAPPENED!



What caused the internal injuries?

Magnetics - unsafe product



Only safe products may be placed on the market!

*fictitious name



What is a dangerous product?

Product which is not a 'safe product'.



Safe Product

It's a product that does not put you in danger when you use it correctly or the way you would expect someone to use it.



Normal use

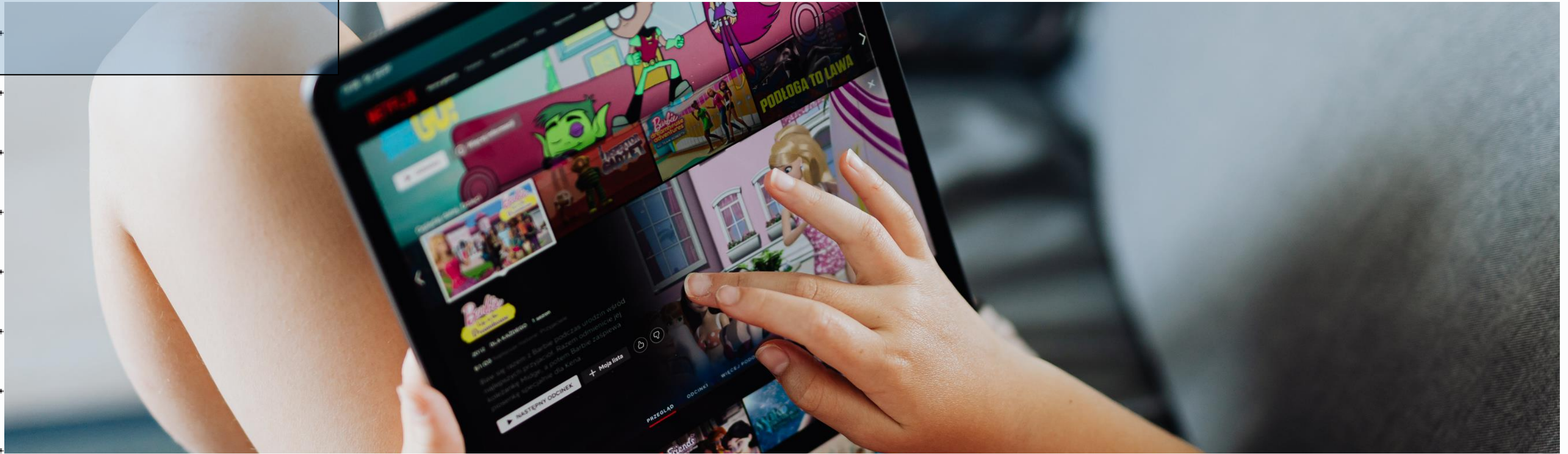
The product works properly and does not break suddenly during product life cycle.

Acceptable risks

If there is any danger, it should be low and easy to identify / recognise. (e.g., cutting with a knife).

Consumers protection

The manufacturer must ensure the product is safe to use.



**What are the risks associated
to unsafe products?**



Risks and unsafe products

01

Suffocation

E.g. Baby toys with small parts

02

Strangulation

E.g. Clothes with strings and cords.
Items with ribbons for babies.

03

Chemical risks

E.g. Cosmetics containing
prohibited substances.

04

Injuries

E.g. Skateboards, bicycles, scooters
that break while being used

05

Hearing injuries

E.g. Headphones with very loud
sound

06

Electrical hazards

E.g. Electrical equipment or
counterfeit batteries that cause
short circuits and explosions.

Alert

Notifying country: Sweden

Product: Headphones

Risk type: Chemical and Environment

Risk description: The white plastic in the cable, the solder in connection to battery and the solders on the Printed Circuit Board (PCB) of the product have excessive concentrations of lead. Lead poses a risk to the environment.

The white plastic material in the cable has excessive an concentration of bis, phthalate (DEHP), dibutyl phthalate (DBP) and short chain chlorinated paraffins (SCCPs). The black leather material of the product has an excessive concentration of bis(2-ethylhexyl) phthalate (DEHP) These phthalates may harm the health by causing possible damage to the reproductive system. SCCPs persist in the environment, are toxic to aquatic organisms at low concentrations and bio-accumulate in wildlife and humans, posing a risk to human health and the environment. Prolonged exposure to them through the skin may cause cancer

Measures taken by economic operators (Other) Removal of this product listing by the online marketplace.



Alert number: INFO/00093/23

<https://ec.europa.eu/safety-gate-alerts/screen/webReport/alertDetail/10009454?lang=en>

Alert

Notifying country: United Kingdom in respect of Northern Ireland

Product: Bicycle wheels

Risk type: Injuries

Risk description: The outer carbon layers of the bicycle wheels delaminate easily during use. This may cause the wheel rim to fail, leading to serious falls and injuries.

Measures taken by economic operators (Importer) Recall of the product from end users



Alert number: SR/04282/25

<https://ec.europa.eu/safety-gate-alerts/screen/webReport/alertDetail/10096434?lang=en>

Alert

Notifying country: Spain

Product: Deodorant cream

Risk type: Health risk and Injuries

Risk description: The oily formula of the deodorant may obstruct the pores of the skin in the area of application (axilla) and cause infections and painful cysts

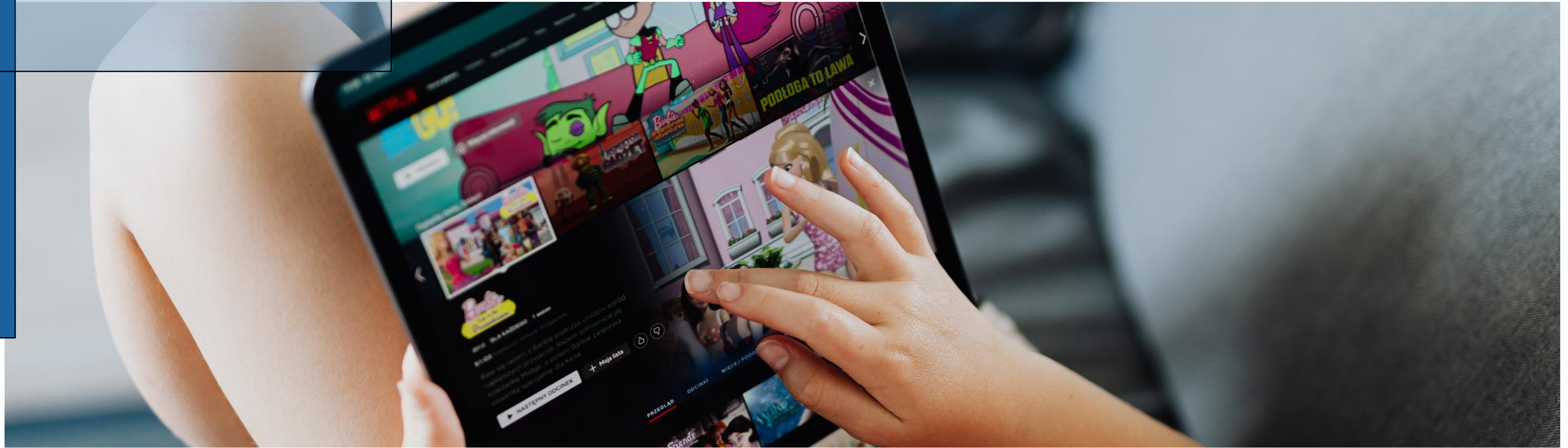
Measures taken by economic operators (Manufacturer)

Withdrawal of the product from the market

<https://ec.europa.eu/safety-gate-alerts/screen/webReport/alertDetail/10010682?lang=en>



Alert number : INFO/00174/23

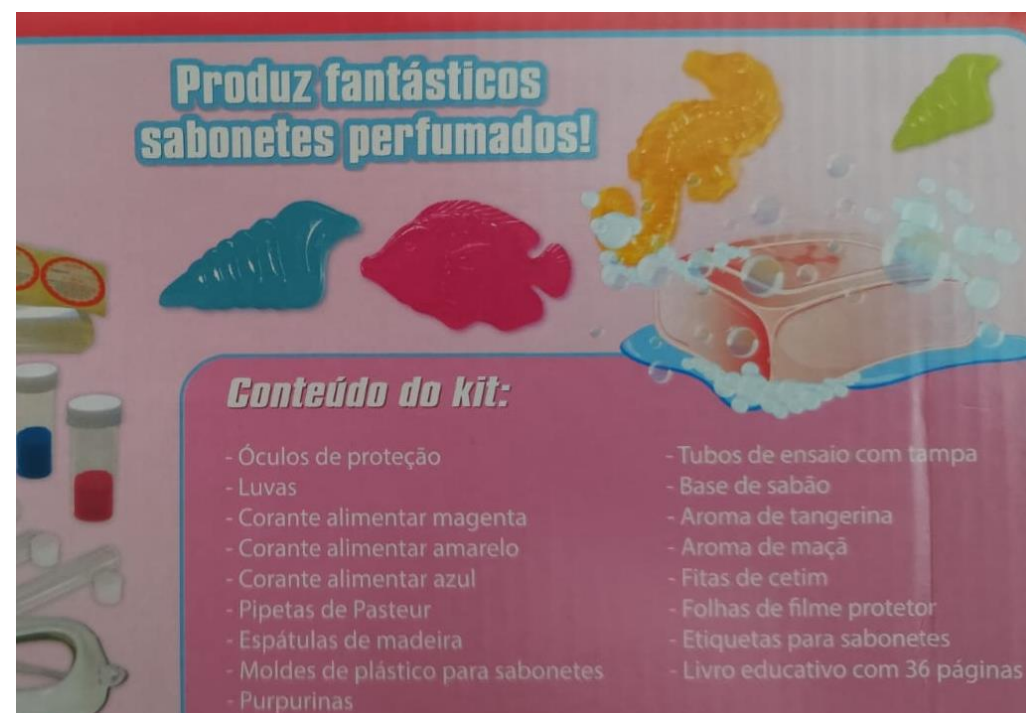


How to identify un unsafe product

Tips



Product characteristics



Check

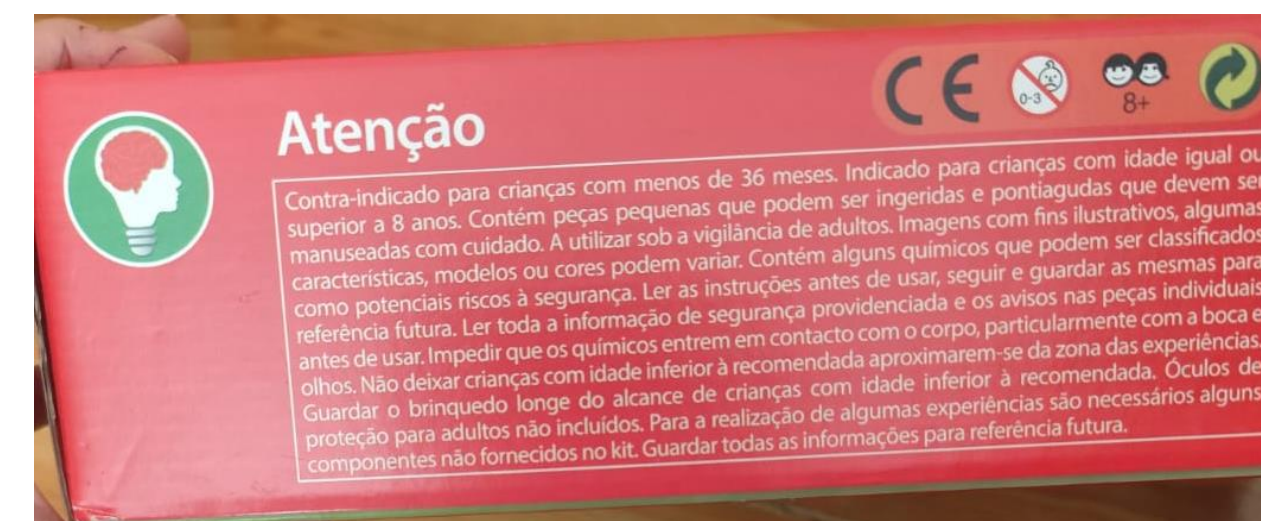
Effect on other products



Type of consumers

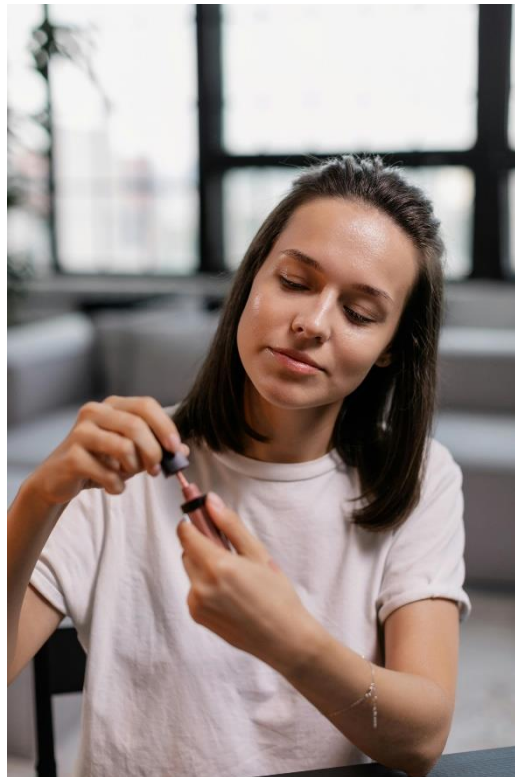


Product presentation



Check

Appearance of the product



Cybersecurity measures



Evolving features



Red flags: 3 P

Price



Very low prices can be a sign of counterfeit products.

Product/Packaging

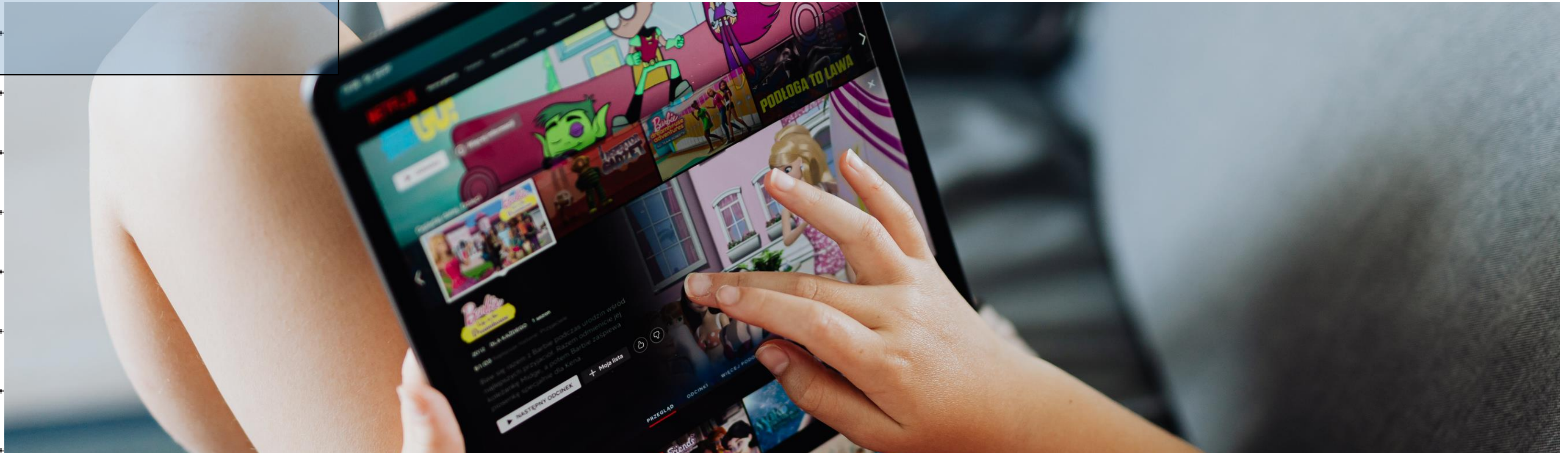


Missing manufacturer information, poor quality, and unclear or incorrect details can indicate an unsafe product.

Place



Fake websites, unauthorized shops, and insecure payments are warning signs.



What are your rights when you purchase a product?



Consumer rights

1. Prior information about the product, the seller, your legal rights, payment options, delivery conditions.

2. Clear information.

3. Fair and clear contractual terms.

6. Up to 3 years' statutory (in many EU countries it is 2 years) warranty for new and reconditioned products.

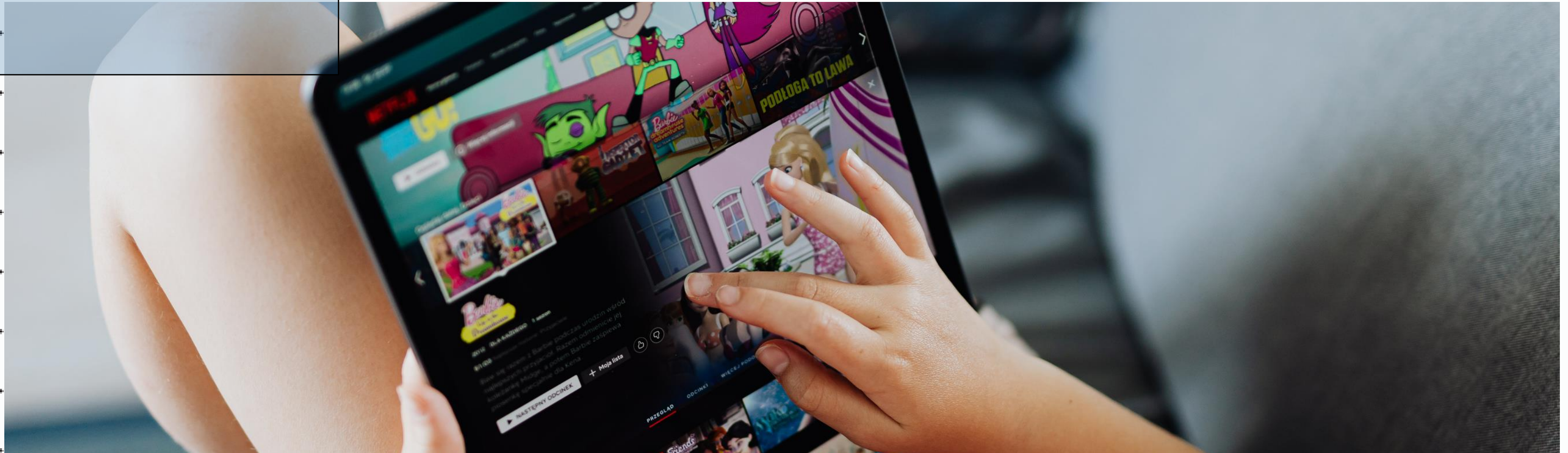
5. Right of cancellation, within 14 days, in the case of online purchases.

4. Indication of the total price of the product in an unambiguous and clear manner.

7. Right to repair/compensation in the event of non-compliant and dangerous products

8. Right to complain and report dangerous products and unfair commercial practices

9. Right to alternative dispute resolution (quick, inexpensive, out of court).

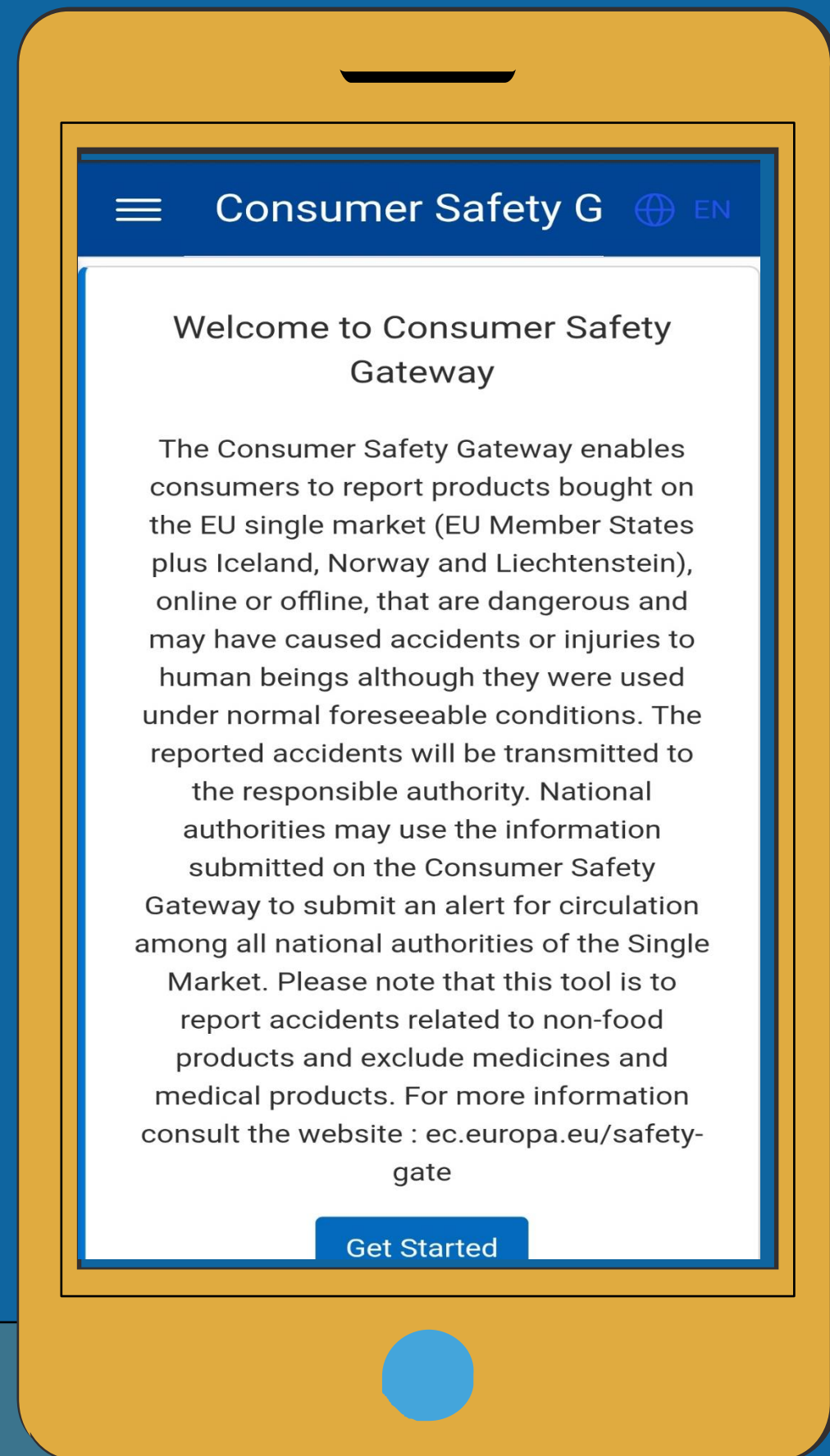


What to do in the case of dangerous products



Dangerous products, what to do?

- ✓ stop using it immediately
- ✓ contact the seller or manufacturer to report the problem
- ✓ report the product on Safety Gateway together with an adult (parent, teacher, carer)
- ✓ complain and report it to the relevant authorities
- ✓ try to return the product and get a refund or other compensation (repair, new product)



☰ Consumer Safety G 🌐 EN

Welcome to Consumer Safety Gateway

The Consumer Safety Gateway enables consumers to report products bought on the EU single market (EU Member States plus Iceland, Norway and Liechtenstein), online or offline, that are dangerous and may have caused accidents or injuries to human beings although they were used under normal foreseeable conditions. The reported accidents will be transmitted to the responsible authority. National authorities may use the information submitted on the Consumer Safety Gateway to submit an alert for circulation among all national authorities of the Single Market. Please note that this tool is to report accidents related to non-food products and exclude medicines and medical products. For more information consult the website : ec.europa.eu/safety-gate

Get Started

SAFETY GATEWAY

webgate.ec.europa.eu/consumer-safety-gateway



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