



PRODUCT RECALLS

Product Safety Information Notice on a Plush toy – Electronic Puppy sold on SHEIN marketplace

📅 DECEMBER 8, 2025

A safety issue has been identified with a Plush toy – Electronic Puppy sold by a third-party seller (Magic Brothers Toy Store) on SHEIN marketplace.



The risks associated with the product are choking and strangulation. The toy contains small parts (nose, bell, metal element of leash) that can easily detach. A child can put them in their mouth and choke. The puppy's red ribbon is too long and can lead to strangulation.

The brand is unknown. The type/number of models is 667-2. The batch number is unknown. The bar code is sl2311262284392222, PB2503140218865.

There are approximately 73 affected products in the Republic of Ireland.

What to do:

If you purchased one of these products, please stop use immediately, discard the product, and keep it out of the reach of children.

If you wish to contact SHEIN for a refund or have any concerns or questions about this product this can be done by contacting SHEIN customer services by email at eurcsteam@shein.com.