

## **UK's Office for Product Safety and Standards warns consumers about baby self-feeding pillows**

The UK's Office for Product Safety and Standards (OPSS) have issued an advisory for consumers to immediately stop using baby self-feeding pillows (also known as prop feeders). Baby self-feeding pillow products are designed to enable a baby to be positioned on its back and attached to a bottle so that it may self-feed without the assistance of a caregiver holding the bottle and controlling the feed.



Baby self-feeding pillows creates a risk of serious harm or death from choking on the feed or aspiration pneumonia.

A baby, which is the intended user of the product, does not have the dexterity or cognitive ability to control the flow of bottle feed, know when to stop feeding, take action if it gags or chokes, or raise alarm if something is going wrong.

The most common reason for babies to choke on feed is because the liquid is being dispensed faster than it can swallow. Babies can also breathe in the liquid which could go on to cause an infection, resulting in pneumonia.

The risks from choking and aspiration pneumonia are related to the design and intended use of the product – these risks cannot be mitigated by instructions.

The Consumer Product Safety Office (CPSO) has not received any reports on the affected products to date but encourage consumers to exercise caution and cease use of this product.

For more information, please visit the OPSS [website](#).