



*U.S. Consumer Product Safety Commission – Recall with Health Canada*

**Release Date: September 23, 2021**

**Release Number: 21-198**

## **The Boppy Company Recalls Over 3 Million Original Newborn Loungers, Boppy Preferred Newborn Loungers and Pottery Barn Kids Boppy Newborn Loungers After 8 Infant Deaths; Suffocation Risk**

**Name of Product:** Boppy Original Newborn Loungers, Boppy Preferred Newborn Loungers and Pottery Barn Kids Boppy Newborn Loungers

**Hazard:** Infants can suffocate if they roll, move, or are placed on the lounger in a position that obstructs breathing, or roll off the lounger onto an external surface, such as an adult pillow or soft bedding that obstructs breathing.

**Remedy:** Refund

**Consumer Contact:** The Boppy Company toll-free at 800-416-1355 from 9 a.m. to 5 p.m. ET Monday through Friday or online at [www.boppy.com](http://www.boppy.com) and click “Recall & Safety Alert” for more information.

**Washington, D.C.** – The U.S. Consumer Product Safety Commission (CPSC) and The Boppy Company, of Golden, Colorado, are announcing the recall of the Boppy Original Newborn Loungers, Boppy Preferred Newborn Loungers and Pottery Barn Kids Boppy Newborn Loungers. There have been eight reports of infant deaths associated with the Boppy Company Newborn Lounger and this hazard. The infants reportedly suffocated after being placed on their back, side or stomach on the lounger and were found on their side or on their stomach. The infant deaths occurred between December 2015 and June 2020.

“These types of incidents are heartbreaking,” said Acting Chairman Robert S. Adler. “Loungers and pillow-like products are not safe for infant sleep, due to the risk of suffocation. Since we know that infants sleep so much of the time – even in products not intended for sleep – and since suffocation can happen so quickly, these Boppy lounger products are simply too risky to remain on the market.”

“We are devastated to hear of these tragedies,” a spokesperson for Boppy commented. “Boppy is committed to doing everything possible to safeguard babies, including communicating the safe use of our products to parents and caregivers, and educating the public about the importance of following all warnings and instructions and the risks associated with unsafe sleep practices for infants. The lounger was not marketed as an infant sleep product and includes warnings against unsupervised use.”



*U.S. Consumer Product Safety Commission – Recall with Health Canada*

This recall involves all Boppy Newborn Loungers. The loungers were sold in a variety of colors and fashions and measure about 23 inches long by 22 inches wide and 7 inches high.

Boppy sold about 3.3 million of the recalled loungers at juvenile product stores and mass merchandisers nationwide and online, including Pottery Barn, Target, and Walmart and online at Amazon.com. The loungers were sold from January 2004 through September 2021 for between \$30 and \$44.

Boppy also distributed about 35,000 in Canada.

Consumers should immediately stop using the recalled loungers and contact The Boppy Company for a refund. Contact The Boppy Company toll-free at 800-416-1355 from 9 a.m. to 5 p.m. ET Monday through Friday or online at [www.boppy.com](http://www.boppy.com) and click “Recall & Safety Alert” for more information.

CPSC continues to emphasize that the best place for a baby to sleep is on a firm, flat surface in a crib, bassinet, or play yard. Parents and caregivers should never add blankets, pillows, padded crib bumpers, or other items to an infant’s sleeping environment. Babies should always be placed to sleep on their backs.

**Note:** Health Canada’s press release is at: <https://healthycanadians.gc.ca/recall-alert-rappel-avis/hc-sc/2021/76483r-eng.php>



**Recalled Boppy Original Newborn Lounger (left), Boppy Preferred Newborn Lounger (middle), and Pottery Barn Kids Boppy Newborn Lounger (right)**

**About the U.S. CPSC**

The U.S. Consumer Product Safety Commission (CPSC) is charged with protecting the public from unreasonable risks of injury or death associated with the use of thousands of types of consumer products. Deaths, injuries, and property damage from consumer product incidents cost



*U.S. Consumer Product Safety Commission – Recall with Health Canada*

the nation more than \$1 trillion annually. CPSC's work to ensure the safety of consumer products has contributed to a decline in the rate of injuries associated with consumer products for nearly 50 years.

Federal law bars any person from selling products subject to a publicly announced voluntary recall by a manufacturer or a mandatory recall ordered by the Commission.

**For lifesaving information:**

- Visit [CPSC.gov](http://CPSC.gov).
- Sign up to receive our [e-mail alerts](#).
- Follow us on [Facebook](#), Instagram [@USCPSC](#) and Twitter [@USCPSC](#).
- Report a dangerous product or a product-related injury on [www.SaferProducts.gov](http://www.SaferProducts.gov).
- Call CPSC's Hotline at 800-638-2772 (TTY 301-595-7054).
- Contact a [media specialist](#).