SAFETY ALERT: Sakura - Unicorn Beaded Jewellery Set (Necklace + Bracelet + Clip Earrings + Ring)

Date of notice
26 June 2025

Name of product
Sakura - Unicorn Beaded Jewellery Set (Necklace + Bracelet + Clip Earrings + Ring)

Product picture





Sample taken from
Seller “Little Cute” on Shopee

The Consumer Product Safety Office has issued a notice to Little Cute to cease supply of the product.
During the testing of this sample, it was found that the product did not comply with the following requirements from ASTM F2923-20: Standard Specification for consumer Product Safety for Children’s Jewelry:

- The ornament was detached from the earring and a sharp point was detected during the tension test.
- Age labelling information was not provided in accordance with the requirements for point-of-sale guidance to consumers.

No report of incident or injury related to the use of this product has been received to date.
Consumers who have bought the product are advised to stop using it immediately.

Following the publication of CCS’s media release, Sanrio Company, Ltd. (“Sanrio”) has informed CCS that, based on Sanrio’s own review, these are counterfeit products that were never authorised or produced by Sanrio or its licensees.

Updated on 6 March 2026