



March 19, 2025

The Honorable Peter A. Feldman, Acting Chairman
The Honorable Alexander Hoehn-Saric, Commissioner
The Honorable Richard Trumka, Jr., Commissioner
The Honorable Mary T. Boyle, Commissioner
The Honorable Douglas Dziak, Commissioner
U.S. Consumer Product Safety Commission
4330 East-West Highway
Bethesda, MD 20814

Dear Acting Chairman Feldman and Commissioners Hoehn-Saric, Trumka, Boyle, and Dziak:

We would like to bring to the CPSC's attention a sensory gel toy known as the NeeDoh Nice Cube, manufactured by Schylling, which – according to two [consumer complaints](#) on SaferProducts.gov – caused children to suffer chemical burns due to a leak of the gel. We are concerned by the potential severity and scale of the product hazard, should one exist, and respectfully ask the agency to investigate this incident, this product, and gel toys more generally.

CR's product safety team reviewed the two incident complaints. The most recent one, reported on January 12, 2025, includes, "The Consumer reports that her 10-year-old daughter was playing with the sensory squishy cube toy according to its intended use when the toy exploded and caused a chemical burn on her arm. The child received emergency department treatment for her injury." The submitter attached photos of the injury reportedly suffered by the child.

Another complaint, reported on October 29, 2024, reads, "The Consumer reports that her 8-year-old son was playing with the squeeze toy when it busted and the liquid inside of the toy got onto the child's leg. The Consumer reports that the child now has chemical burns on his calf and ankle from the liquid. First aid was administered." This submitter also attached photos of the injury reportedly suffered by the child.

This gel toy is actively being sold online on [Amazon](#), [Walmart](#), and other websites/apps, along with many other gel toys that are similar in design. We think these products need to be evaluated carefully regarding the inner contents, specifically the gel liquid used in these toys, and be inspected and verified for safety by the manufacturer and any laboratories responsible for testing and certification services.

We respectfully ask the CPSC to investigate the safety of the NeeDoh Nice Cube and similar products, especially any that are the subject of safety incident reports in the CPSC's possession or concerning consumer reviews that are publicly available on digital marketplaces or retailer websites/apps. Thank you for your attention to these products, and please do not hesitate to reach out with any questions.

Sincerely,

Ashita Kapoor
Associate Director, Product Safety

Gabe Knight
Senior Policy Analyst

cc: Pamela Springs, Brien Lorenze, DeWayne Ray, Duane Boniface, and Jen Sultan

Amazon example reviews:

★★★★★ Great while it lasted...

By Amazon Customer in the United States on November 14, 2024

I am disappointed. After one day of light use, it **broke** open at the seam and leaked very sticky goop. [see less](#)

★★★★★ Didn't Hold Up

By Allie in the United States on February 12, 2025

I'm so bummed. I got the Ice Ice Baby, and the second day I got it, it ruptured. I enjoyed playing with this toy during the one meeting that I had it. For as much as I paid for it, I'm really bummed that it **broke** so easily. Sticky aaaaalllll over my finger and my keyboard. [see less](#)

★★★★★ MY BABY IS GONE!!!!❤️

By Yooeun Lee in the United States on March 12, 2025

MY SHAYLAAAA **broke** within two weeks of use 🤢 the button-plug looking thing fell out and sticky fluid went all over my hands... was great while it lasted but i'm super bummed :([see less](#)

★★★★★ Broke immediately

By Amazon Customer in the United States on January 20, 2025

A hole was found in the side and the inside stuff is super sticky, I didn't have it out of the package 30 minutes :([see less](#)

★★★★★ DO NOT GET

By Amazon Customer in the United States on November 26, 2024

So at first it's really fun until today it **broke** and it's just cracked open and I want a new one right now.

★★★★★ DO NOT BUY THIS

By raquel pitt in the United States on January 24, 2025

It was really fun at first, but within the first 5 hours it **broke** and the goo got on my clothes. The goo dosen't come off. DO NOT BUY THIS, I KNOW IT LOOKS REALLY APPEALING BUT DO NOT TRUST ME [see less](#)

Walmart example reviews:

Dec 29, 2024

★★★★★ Verified Purchase ⓘ

Daniel

Not safe for children

Within the first hour of using these products they started to ooze a glue like substance. Do not recommend.

Helpful? (0) (0) | [Report](#)

Jan 7, 2025

★★★★★ Verified Purchase ⓘ

Betsy

Exploded

Loved this for about a week and then it exploded all over my husband's desk at work while he was playing with it. Ugh!

Helpful? (0) (0) | [Report](#)

Jan 11, 2025

★★★★★ Verified Purchase ⓘ

Cass

Huge mess.

The seam ripped after a couple of time playing with it. It leaked out super stick that made a huge mess.

Helpful? (0) (0) | [Report](#)

Dec 26, 2024

★★★★★ Verified Purchase ⓘ

Jenm

Leaking within a day

Given to my child in Christmas Day and it was leaking by the evening. Crappy quality. Hoping I can return and replace

Helpful? (0) (0) | [Report](#)

Jul 22, 2024

★★★★★ Verified Purchase ⓘ

Taylor

arrived popped

arrived broken/popped in the package. absolutely sucks as it was the color i was hoping for. i took it out to take a pic, but its going right back in the package. package is covered in extremely sticky stuff. yuck.



Helpful? (0) (0) | [Report](#)

CPSC case numbers for SaferProducts.gov complaints involving similar products:

20200701-CFC5B-2147371360

20190420-573D6-2147381455

20190605-23E51-2147380588

20211219-65D6F-2147358377