



August 13, 2026

The Honorable Peter A. Feldman, Acting Chairman
The Honorable Karen Sessions, Commissioner
The Honorable Brien Lorenze, Commissioner
U.S. Consumer Product Safety Commission
4330 East-West Highway
Bethesda, MD 20814

Dear Acting Chairman Feldman and Commissioners Sessions and Lorenze:

Consumer Reports (CR) writes to express our safety concerns regarding sensory gel toys, often referred to as “squishy toys,” which are the subject of a [December 2025 CR investigation](#). We were glad to see the CPSC’s recent [consumer safety alert](#) about the risks posed by fake and counterfeit toys, and the burn hazards associated with microwaving or heating squishy toys. These messages are important ones to amplify to consumers, and we appreciate you communicating them publicly.

However, **we have additional concerns about the product category as a whole, not just fake or counterfeit products.** As such, we urge the CPSC to investigate the entire category of sensory gel toys and take further action as warranted to help consumers stay safe.

Investigating the full category of sensory gel toys is important, since consumers may have difficulty distinguishing between fake or counterfeit, and genuine toys that look similar and are widely available at comparable prices. Moreover, safety issues do not appear to be limited to fake or counterfeit products. Based on incident data, it appears that name-brand sensory gel toys may also be linked to chemical burns, skin irritation, and strong chemical odors, including those purchased from major retailers. This suggests that consumers may still face hazards despite taking steps to protect themselves, such as purchasing from a reputable retailer or choosing a recognizable brand.

In an analysis of [SaferProducts.gov](#) data, we have identified at least 33 incidents reported to the CPSC between January 1, 2025, and July 31, 2026, stating that squishy toys caused chemical burns or skin irritation, or emitted strong chemical odors, which in several cases resulted in acute physical discomfort. This total excludes incidents where the submitted report mentions heat-related factors, such as use of a microwave or a toy being left in a car. Many of these incidents cite name-brand products and products purchased at major retail stores. Of the 25 incident reports that include retailer information, 13 incidents involved products that were purchased from Walmart, Five Below, WinCo Foods, Cracker Barrel, Scheels Sporting Goods, Hallmark, and Dollar General. Others were purchased from various locations including online marketplaces, toy stores, gas stations, and malls.

In one incident involving a squishy dumpling product, manufactured by RMS International USA and purchased at Five Below, a consumer reported that minutes after her child put the toy on her face, “she looked like she put blush on her nose and cheeks,” and a “few hours later she broke out with [a] small rash everywhere on her face. Her eyes were puffy [and] her whole face looked swollen.”¹ In another incident involving two Mystery Squishy Dumpling toys, manufactured by Royal Deluxe Accessories and purchased at a WincCo Foods, a consumer reported that upon opening the toys’ packaging, the products emitted an odor similar to “rubber cement and acetone,” which “caused headaches.”²

We previously notified the agency about two incidents³ involving the NeeDoh Nice Cube, manufactured by Schylling, in a March 2025 letter.⁴ In both incidents, child victims allegedly suffered chemical burns after the product ruptured.⁵ Since sending our 2025 letter, we have identified 12 additional incidents, reported between January 1, 2025, and July 31, 2026, involving Schylling products, including the NeeDoh Nice Cube, the NeeDoh Nice Ice Baby, the NeeDoh Piece [sic] O’ Cake, the NeeDoh Nice Berg, the NeeDoh Dream Drop, and the NeeDoh Groovy Fruit. Some incident reports state that Schylling products caused “chemical burns,” “skin irritation,” and “red marks,” that “progressed into a rash.” Other reports state that NeeDoh toys emitted chemical odors similar to substances including “gasoline,” and “nail polish remover.” In several cases, the strong odors reportedly caused symptoms including “headache,” “nausea,” and “shortness of breath.” Two reports involving the NeeDoh Nice Cube allege that the product's odor caused victims to vomit.

We are concerned about the severity and potential scale of chemical hazards associated with the entire product category of sensory gel toys, and not just fake or counterfeit toys. To prevent additional incidents and injuries, we respectfully ask the CPSC to investigate the reports we share today and the issues found across the broader product category, and take urgent actions as necessary to protect the public. Thank you for your attention to this matter, and please do not hesitate to reach out with any questions.

Sincerely,

Gabe Knight
Senior Policy Analyst

¹ CPSC, SaferProducts.gov, (Report Number: 20260720-7906A-2147313634) (Report Date: 7/20/2026) (online at: www.saferproducts.gov/PublicSearch/Detail?ReportId=6166829).

² CPSC, SaferProducts.gov, (Report Number: 20260531-6CF95-2147318298) (Report Date: 6/1/2026) (online at: www.saferproducts.gov/PublicSearch/Detail?ReportId=6080074).

³ CPSC, SaferProducts.gov, (Report Number: 20241029-BE8B0-2147335660) (Report Date: Oct. 29, 2024) (online at: www.saferproducts.gov/PublicSearch/Detail?ReportId=4970013); CPSC, SaferProducts.gov, (Report Number: 20250112-1FB5A-2147333937) (Report Date: Jan. 12, 2025) (online at: www.saferproducts.gov/PublicSearch/Detail?ReportId=5108893).

⁴ CR, Sensory Squeeze Toy Incidents Letter to the CPSC (Mar. 19, 2025) (online at: advocacy.consumerreports.org/wp-content/uploads/2025/03/CR-letter-to-CPSC-on-sensory-squeeze-toy-incidents-3-19-2025.pdf).

⁵ CR previously identified incident report number 20250112-1FB5A-2147333937 in our March 19, 2025, letter; this incident is also included in our analysis of incidents reported to the CPSC between January 1, 2025, and July 31, 2026.

cc: Nicole Brightbill, DeWane Ray, Matthew Campbell, and Jen Sultan

Report Number:	Report Date:
20250112-1FB5A-2147333937	1/12/25
20250805-17290-2147328916	8/5/25
20250915-B1174-2147327812	9/15/25
20251223-4018E-2147325287	12/23/25
20251225-D7D46-2147325230	12/25/25
20260118-AB5B1-2147324425	1/18/26
20260202-8540C-2147323961	2/2/26
20260222-6559B-2147323355	2/22/26
20260301-7C1BE-2147323127	3/1/26
20260308-D5AD8-2147322874	3/8/26
20260316-F6FC1-2147322632	3/16/26
20260320-514E5-2147322465	3/20/26
20260329-08A33-2147321187	3/29/26
20260412-CA4F3-2147320691	4/12/26
20260412-CE35B-2147320682	4/12/26
20260419-19FB8-2147320383	4/19/26
20260424-20260-2147320180	4/24/26
20260427-2FAE5-2147320038	4/27/26
20260515-916B4-2147319267	5/15/26
20260531-6CF95-2147318298	6/1/26
20260604-E186E-2147318013	6/4/26
20260611-BE89F-2147317136	6/11/26
20260614-F90D5-2147316741	6/14/26
20260627-D2A29-2147314930	6/27/26
20260627-ACB85-2147314932	6/27/26
202604627-27A8B-2147314926	6/27/26
20260703-6F0A4-2147314491	7/3/26

20260705-7B91C-2147314417	7/5/26
20260707-372CA-2147314320	7/7/26
20260715-108F6-2147313915	7/15/26
20260717-8B94C-2147313772	7/17/26
20260721-5DDB5-2147313580	7/20/26
20260721-5DDB5-2147313580	7/21/26