

Media Release



Government of South Australia

Office of Consumer and
Business Affairs

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Suction tongue studs banned

Imitation tongue stud jewellery that attaches by suction has been banned in South Australia. The Office of Consumer and Business Affairs (OCBA) sought a banning order as the suction on the tongue jewellery is not effective and creates potential for consumers to inhale or swallow the jewellery piece.

The Commissioner for Consumer Affairs, Mark Bodycoat said, "This fake tongue stud poses a serious risk to anyone who tries to use it. The stud can easily come adrift and become lodged in a person's lung or stomach."

The fashionable alternative to tongue piercing was involved in an inquiry in New Zealand where a nine-year-old child inhaled an imitation tongue stud when it came loose. The stud had to be removed from her lung by surgery. Subsequently the item was banned in December 2005 in New Zealand.

OCBA has found the studs on sale in Adelaide. The studs have been sold in a variety of colours and designs, but all attach by suction to the tongue.

"Testing by OCBA has confirmed the danger a stud like this poses. It does not stay in place and could easily be swallowed or inhaled. If anyone thinks this is a safe alternative to tongue piercing, let me assure them it is not. Banning these things is essential for the protection of South Australian consumers."

Once an item has been banned, selling it is an offence under the *Trade Standards Act 1979* and carries a maximum penalty of \$10,000.

OCBA regularly monitors products that are available for sale in South Australia. Random samples of products are checked for compliance with safety standards. A list of banned and dangerous goods can be found on the OCBA website (www.ocba.sa.gov.au). Consumers are encouraged to visit the website to check that particular products are safe, or telephone 8152 0732 if they have any concerns.

OCBA has samples of the suction tongue studs available. Please contact Immacolata Bollella on 8204 9512 if you wish to view / photograph the jewellery.