

April 27, 2009

A.V. 7 Inc. Recalls Protouchh Hair Straightener

Toronto, ON – The Electrical Safety Authority is notifying the public that A.V. 7 has announced a voluntary recall of the following consumer product. Consumers should stop using recalled products immediately.

Name of Product: Protouchh, **Pro-Choice 1**, ONLY THIS MODEL HS040

Units: Approximately 200 units.

Importer: A.V. 7 Inc., 37 Rowe Court, Markham, ON, L3S 2J6.

Hazard: Counterfeit product bearing an unauthorized cETLus Mark.

Incidents/Injuries: None reported at this time.

Description/Models: The Hair Straightener has an improper power cord marked as SPT-1 and not the required SPT-2 type. The Hair Straightener is primarily

flat black in colour with red lettering “Pro-touchh” [two “h”] and red high-light areas.

Sold by: A.V. 7 Inc., Markham, ON, to distributors and hair salons to end consumers / public.

When was distributed: 2008 to March 2009

Manufactured in: China

Remedy: Stop using the product immediately, unplug it and contact A.V. 7 Inc. at: telephone: 416-575-5880, address: 37 Rowe Court Markham ON. L3S 2J6.

Remarks: The recalled **Protouchh Model Pro-Choice 1, HS040 Hair Straightener** products have not been tested by a recognized certification agency.

ESA issued a [safety alert](#) for this product in March 2009.

Please see photos on the next page

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Photo of Product



Photo of Counterfeit label

