

March 2009



Product Safety Alert  
FOR IMMEDIATE RELEASE

March 17, 2009

### **The Electrical Safety Authority Warns Consumers about Counterfeit Curling/Hair Straightening Irons**

Toronto, ON – The Electrical Safety Authority (ESA) is notifying consumers about Counterfeit Curling/Hair Straightening Irons, A.V.7, Model Pro-Choice I, HS040. These products, which are electrical hand-held hair straightening devices, are being sold through beauty salons and have not been tested by a recognized certification agency for Ontario.

The A.V.7 products bear an unauthorized Intertek-ETL Trade Mark with file number 3115066.



Intertek Testing Services has determined that the A.V.7 product is not authorized to bear the Intertek-ETL Trade Mark with file number 3115066.

**Direction:** Electrical Safety Authority is requesting consumers to stop using this product immediately.

***Please see photos of the counterfeit product on the next Page.***

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Photo of Product



Photo of Counterfeit label

