



This guidance document contains Assured Advice under the ACS Primary Authority Scheme. For more details visit [www.acs.org.uk/assured-advice](http://www.acs.org.uk/assured-advice)

# ACS | advice

## PRODUCT SAFETY

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If you are selling products like toys, electrical equipment, cosmetics and souvenirs then you will need to comply with product safety laws. As retailers, the increase in counterfeit and illegal products available in the UK makes purchasing products increasingly more challenging. Whilst retailers are not the manufacturers of goods they still have obligations. This guide provides an overview of what is required of you as a business owner to ensure that the products that you supply are safe. You must always source products from reputable suppliers.

Many of the products on sale in convenience stores have the potential to be harmful or dangerous. It is important to recognise the requirements around the sale of potentially harmful products. Some of the things to look out for when selling these products have been highlighted below.

## TOYS

Only sell toys with a CE mark or UKCA mark and the name and address of the supplier in the UK. Toys also need to have a serial or model number and all of this information needs to be on the toy or its packaging. For small toys this information may be on the display box. Sometimes toys will also have an additional 'Lion Mark' which is acceptable. Keep toys aimed at older age range separate from items suitable for 0-36 months.



## TOYS - 0-3 YEARS

Toys that are not suitable for children under three require a specific warning – look out for this symbol: and this type of warning.

As these toys pose choking hazards to children you should think about the age range of the children that the toy is for. If in doubt remove the product from sale if it has small parts and does not have these warnings. Seek advice from trading standards on this issue if you are unsure.



## PHONE CHARGERS

Avoid selling cheap mobile phone chargers that bear expensive brand names. Not only could these be counterfeit, they have also been linked to house fires as they are often unsafe. Ensure items are CE marked, UKCA marked or UKNI marked.



## COSMETICS

Only sell soaps, shampoos and other cosmetics that are clearly labelled and have been sourced from a reputable supplier. Ensure ingredients list is present.



## ELECTRICAL GOODS

Only sell electrical equipment that bears the CE mark, UKCA mark or UKNI mark and has been sourced from a reputable supplier. This includes vapes that are charged from the mains electrical supply.



## VAPES

Vapes that are charged from the mains electrical supply should bear the CE mark, UKCA mark or UKNI mark and be sourced from reputable suppliers. When sourcing new supplies check the product has been notified to the MHRA in their list of notified products and that it complies with the Tobacco Products Directive (TPD). Products should be Tamper-evident and have child-resistant packaging. Products that contains Nicotine should have a prominent warning "This product contains nicotine which is a highly addictive substance". There must be no product safety or health claims. Labels should also include the name and address of the manufacturer/ importer; instructions for use and relevant warnings. You can find guidance on vapes battery safety here: [tinyurl.com/2p8rjw5e](https://www.acs.org.uk/advice/selling-vapes). ACS has also produced a separate guide, Selling Vapes, available here: <https://www.acs.org.uk/advice/selling-vapes>



## PRODUCT RECALLS

You are required to participate in product recalls when told to by your supplier or trading standards. This will usually mean removing products from sale and displaying a notice informing customers about the recall. When you receive a complaint that a product has injured someone you must inform trading standards and your supplier about this. You must also keep your invoices for toys for 10 years.



## BATTERIES

All batteries pose a risk to life if ingested. 'Button cell' and 'coin cell' carry the highest risk to toddlers who try to put everything into their mouths. Always display with great care. As a safety precaution, toys with button batteries should have a secure battery compartment to prevent accidental ingestion. Safety information on button batteries to display in your store is available here: <http://tinyurl.com/3prs8kvt>



## COLLECTOR'S ITEMS

Collector's items, models and ornaments that resemble toys may be particularly dangerous to children. These products should be clearly labelled 'this is not a toy' and displayed separately from children's toys.



## CLEANING PRODUCTS / CHEMICALS

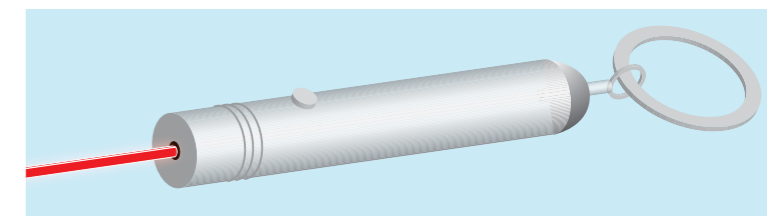
Many cleaning products and chemicals on sale in store feature warning symbols. It is important to be aware of what these warning symbols mean if a customer is concerned about the product. Examples of some of the warning symbols are included in this box. Keep out of children's reach. For a full list of warning symbols and their meanings, please contact your local trading standards office or visit: <http://www.hse.gov.uk/chemical-classification/>



Acute toxicity    Health hazard/Hazardous to the ozone layer    Corrosive    Flammable

## LASER KEY RINGS

Lasers that are too strong can severely damage sight. Do not sell key rings and other products containing lasers to children and do not sell any product with a laser stronger than class 1 or 2. NEVER place these items near children's toys.



## ABOUT THIS GUIDE

This guide is provided by the Association of Convenience Stores in consultation with Buckinghamshire and Surrey Trading Standards. It was last updated in February 2025. Please refer to the ACS website for the most current version of this guidance.

## ACS Primary Authority Scheme

This advice was developed by ACS and Buckinghamshire and Surrey Trading Standards; as part of a dedicated primary authority scheme. This means that all the advice that has this mark against it is 'Assured Advice'.

Assured Advice means that if you adopt this policy in your business, then it must be respected by all other local authorities and they cannot ask you to adopt a different policy.



This guide covers a range of different issues of best practice and law. Those that qualify as assured advice are marked by this hallmark.

To benefit from assured advice you must sign up to the ACS scheme. All ACS members can sign up to the ACS Primary Authority Scheme for details of how to join up visit [www.acs.org.uk/advice](http://www.acs.org.uk/advice)

## CONTACT

**Our website**  
[www.acs.org.uk](http://www.acs.org.uk)

**Our social media**  
@ACS\_localshops on X, Bluesky, TikTok and Instagram  
Association of Convenience Stores on LinkedIn, Facebook and YouTube