



United States  
**Consumer Product Safety Commission**

November 15, 2022

VIA Electronic Mail (Response Receipt Requested)

RE: New Magnets Safety Rule

To Whom It May Concern:

I am writing to bring to your immediate attention the U.S. Consumer Product Safety Commission's (CPSC) new [Safety Standard for Magnets](#) (Magnets Rule), 16 CFR part 1262, which makes it unlawful to sell non-compliant magnet products manufactured after October 21, 2022.

The Magnets Rule, with limited exceptions, applies to magnet products designed, marketed, or intended to be used for entertainment, jewelry (including children's jewelry), mental stimulation, stress relief, or a combination of these purposes, and containing one or more loose or separable magnets. In order to comply with the Magnets Rule, each loose or separable magnet that fits entirely within the small parts cylinder described in 16 CFR § 1501.4 must have a flux index of less than 50 kG<sup>2</sup> mm<sup>2</sup>.

We strongly urge you to carefully review your sales listings for any products subject to the Magnets Rule to prevent the sale of dangerous non-compliant magnet products to consumers.

Failure to comply with the new rule could result in enforcement action and lead to the imposition of civil penalties. Further, we remind you that section 15(b) of the Consumer Product Safety Act requires manufacturers, importers, and distributors of consumer products to report immediately to the CPSC when they obtain information which reasonably supports the conclusion that products distributed in commerce fail to comply with an applicable consumer product safety rule or other requirement enforced by the Commission.

I would appreciate your informing us within seven days about the action you have taken to prevent the sale of non-compliant magnet products at [RegulatoryEnforcement@cpsc.gov](mailto:RegulatoryEnforcement@cpsc.gov) with the subject line "Magnets Listings Response."

Thank you for your prompt attention and cooperation.

Sincerely,

*Robert S. Kaye*

Robert S. Kaye, Director  
Office of Compliance and Field Operations

Additional CPSC Guidance: [Business Guidance: Magnets FAQs](#)

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