



PUBLIC WARNING



I, Nicole Rich, Director of Consumer Affairs Victoria, issue this public warning under section 228 of the *Australian Consumer Law and Fair Trading Act 2012* in respect of Miniso Winky Australia Pty Ltd trading as MINISO (ACN 673 760 417).

MINISO operates 17 stores in Victoria and approximately 5 stores in New South Wales and has an online presence at www.miniso.com and various social media platforms. It sells a range of products including homewares, cosmetics, office supplies, fashion accessories, and toys.

Consumer Affairs Victoria inspectors identified more than 400 products for sale at 7 MINISO stores that do not comply with the mandatory information standard for products containing button batteries. The list of non-compliant product lines identified at MINISO can be found at Appendix A to this public warning.

There is a risk of choking, serious injury, or severe internal burn injuries if young children gain access to the button batteries and swallow or place them inside their body.

I have decided to issue this public warning because consumers may be unaware that the products contain button batteries.

Given the high risks posed by button batteries, I urge consumers to exercise caution, particularly when children have access to the product, and keep the batteries away from children.

Anyone with concerns about the safety of products should contact Consumer Affairs Victoria on 1300 55 81 81.

Parents or carers who suspect their child has swallowed or inserted a button battery should urgently call the Poisons Information Centre on 13 11 26 for expert advice.

If a child is struggling to breathe call 000 immediately.

DATED: **16 October 2025**

Nicole Rich

Director, Consumer Affairs Victoria

APPENDIX A

List of Non-Compliant Product Lines

- BT21 Light Up Keychain – Chimmy
- BT21 Light Up Keychain – Cooky
- BT21 Light Up Keychain – Koya
- BT21 Light Up Keychain – Mang
- BT21 Light Up Keychain – RJ
- BT21 Light Up Keychain – Shooky
- BT21 Light Up Keychain – Tata
- BT21 Line Friends Range Night Lights - Cooky, Cinnamoroll, Koya, Shooky,
- Cinnamoroll Bath Series Light Up Keychain
- Cinnamoroll Bath Series Light Up Keychain
- Cinnamoroll Bee Series LED Light Up Keychain
- Cinnamoroll Flower Fairy LED Light Up Keychain
- Cinnamoroll Planet Dream LED Light-up Keychain
- Disney Mickey Mouse Fun Life Collection Lighting Keychain
- Disney Mickey Mouse Fun Life Collection Lighting Keychain (Glove)
- Disney Stitch Dinner Party Collection Camera Shaped Lighting Keychain
- Disney Stitch Dinner Party Collection Desk Night Light
- Disney Stitch Dinner Party Collection Lighting Pendant
- Disney Stitch Dinner Party Collection Night Light (Sweets)
- Foodie Camera, Blue, Lighting Keychain
- Game Console, Blue and White
- Game Machine, Assorted Colours
- Harry Potter Lantern Night Light (Blue)
- Kuromi Bath Series Light-up Keychain
- Kuromi Collection Halloween Lighting Keychain
- Kuromi Flower Fairy LED Light Up Keychain
- MINISO Digital Pet Keychain, Assorted Colours
- MINISO Future Soldier Series Handheld Whack-a-Mole Keychain Model K212
- MINISO Pull-Back Engineering Vehicle
- MINISO Toys Audi RS 5 DTM
- MINISO Toys McLaren P1 GTR Sound & Light Alloy Car Model
- MINISO Toys Mercedes AMG C63 DTM
- My Melody Bath Series Light-Up Keychain
- Pochacco Bee Series LED Light Up Keychain
- Pompompurin Flower Fairy LED Light Up Keychain
- Sanrio Characters Fruit Drink Series Lighting Keychain (Cinnamoroll)
- Sanrio Characters Fruit Drink Series Lighting Keychain (Kuromi)
- Sanrio Characters Fruit Drink Series Lighting Keychain (My Melody)
- Sanrio Characters Fruit Drink Series Lighting Keychain (Pochacco)
- Sanrio Characters Summer Beach Series LED Mini Decorative Light
- Zanmang Loopy 'Neon Road' Surprise Box Figure