



**Police & Crime
Commissioner**
FOR HERTFORDSHIRE

Mr Anthony Smyth
Managing Director
Smyths Toys Superstores
Lyrr Building 1
Mervue Business Park
Galway
H91 K4HV
Ireland

18th August 2026

Butt Face Chester Cheeks Toy

Dear Mr Smyth,

I wish to express my concerns about the *Butt Face Chester Cheeks* toy currently for sale in Smyths Toys Superstores' UK outlets and via its website.

A number of child safety experts have questioned the suitability of this product for its target age group of children aged as young as four. As a parent myself, I share their concerns.

It is widely accepted that children learn acceptable behaviour through play. Although intended as entertainment, I believe some of the toy's features could be misleading for young children by normalising inappropriate behaviour and blurring boundaries around personal safety.

Sadly, individuals seeking to groom young children could also use the toy to target victims by making this type of behaviour seem harmless, and even humorous. In truth, this toy is a paedophile's dream.

Major retailers in other countries have chosen not to stock this product in response to the concerns raised by experts. As one of the UK's largest toy retailers and a trusted brand, I'm sure you will agree that you have a responsibility to ensure your products reflect a commitment to children's safety.

I hope you will consider withdrawing the product from your Hertfordshire and nationwide stores, as well as your online channels.

I look forward to your response.

Yours sincerely



**Police & Crime
Commissioner**
FOR HERTFORDSHIRE

Jonathan Ash-Edwards
Police and Crime Commissioner for Hertfordshire