



San Diego City Attorney Jan I. Goldsmith

NEWS RELEASE

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Toy Maker to Pay \$225,000 Consumer Penalty for Deceptive Packaging of Children's Craft Item

City Attorney, DA Combine Forces on Latest Consumer Case, Issue Holiday Warning

San Diego, CA— San Diego City Attorney Jan Goldsmith and San Diego District Attorney Bonnie Dumanis filed a consumer protection case with the San Diego Superior Court which resulted in a judgment imposing penalties on Horizon Group USA, Inc., a New Jersey corporation, for distributing deceptively packaged craft items marketed to children in California.

The prosecutors alleged in the Civil Complaint that Horizon's "Disney Princess" jewelry making kits were packaged in containers that were constructed or filled as to facilitate the perpetration of fraud, in violation of state consumer protection laws. Horizon cooperated with prosecutors and stipulated to the entry of a judgment without admitting wrongdoing. Judge Judith F. Hayes signed a Stipulated Final Judgment that requires Horizon to pay costs and penalties totaling \$225,000. The Judgment prohibits Horizon from committing similar violations in the future.

The City Attorney's Office received a consumer complaint about the "Disney Princess" jewelry making kits from the concerned mother of a young girl who had purchased a kit with money she had saved up. When the child opened the box containing items to make jewelry, she was disappointed to see that half of the package was empty. There was no way for the child to know there were empty compartments in the kit because stickers on the outside of the package completely covered the empty compartments and all the visible compartments had items within. The City Attorney's Consumer & Environmental Unit investigated the complaint and brought this action together with the San Diego District Attorney's Office.

(MORE)

Below are photos of the product:



Outside of Disney Princess Jewelry Kit



Inside of Disney Princess Jewelry Kit when opened

“It’s unfortunate that a company would market a product that misleads children,” said City Attorney Jan Goldsmith. “Our office will continue to prosecute unfair businesses that are in violation of state consumer laws.”

“The District Attorney’s Consumer Protection Unit has a solid track record of ensuring that corporations do not misrepresent their goods and services,” said District Attorney Bonnie Dumanis. “Our office is proud to continue partnering with the City Attorney in cases where our combined resources protect the consumer’s hard-earned money.”

The City Attorney’s Office has maintained a [Consumer & Environmental Protection Unit](#) for over thirty years. The Unit devotes their time to consumer and environmental protection cases, investigates and prosecutes false advertising, unfair business practice, theft, environmental and unlicensed activity cases. To report any of these violations, please contact our hotline at (619) 533–5600.

As you get ready for the busy holiday shopping season, City Attorney Goldsmith and District Attorney Dumanis urge consumers to be aware and purchase items with caution. Consumer alerts and tips can be found at <http://www.sdca.org/preventing/consumer-protection/index.html> or at www.SanDiegoDA.com.

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