

# CPSC's New Age Determination Guidelines: How do they affect your product?

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## Agenda

- Age determination overview
- CPSC guidelines
- Differences between 2002 and 2020 guidelines
- Current and future research



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## Age Determination

- Process to determine the most appropriate age user of a children's product
- CPSC Age Determination Guidelines provide details on both children's abilities as well as product characteristics



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## Age Labeling

- Age labeling, or age grading, is Strongly Recommended
- Good age grading practices are important to ensure products are appropriate and safe at particular states of child development
- Age labeling is intended to provide guidance to consumers when selecting products for children



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## Use and Abuse Test Requirements

Age	Torque	Tension	Drop	Compression	Bite
0-18 months	2 in-lbs.	10 lbs.	10 drops/ 4.5 feet	20 lbs.	25 lbs.
18-36 months	3 in-lbs.	15 lbs.	4 drops/ 3 feet	25 lbs.	50 lbs.
36-96 months	4 in-lbs.	15 lbs.	4 drops/ 3 feet	30 lbs.	100 lbs. (mouth toy only)

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# CPSC Age Determination Guidelines

- 1985 - Guidelines for Relating Children's Ages to Toy Characteristics
- 2002 - Age Determination Guidelines: Relating Children's Ages to Toy Characteristics and Play Behavior
- 2020 - Age Determination Guidelines: Relating Consumer Product Characteristics to the Skills, Play Behaviors, and Interests of Children



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Effective as of  
June 1, 2020

*CPSC staff will begin using the 2020 Age Determination Guidelines on June 1st, 2020, at which time the 2020 Guidelines will supersede the 2002 Guidelines.*



## AGE DETERMINATION GUIDELINES: Relating Consumer Product Characteristics to the Skills, Play Behaviors, and Interests of Children

January 2020

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<sup>1</sup> This document was revised by NICHD and CPSC staff under Interagency Agreement #CPSC-1-14-0016 and has not been reviewed by, and does not necessarily reflect the views of, the Commission.

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# Scope of the Guidelines

## 2002 Guidelines

- Focus on toys

AGE DETERMINATION GUIDELINES:  
Relating Children's Ages To  
Toy Characteristics and Play Behavior

## 2020 Guidelines

- Expanded to include other consumer products

AGE DETERMINATION GUIDELINES:  
Relating Consumer Product Characteristics to the  
Skills, Play Behaviors, and Interests of Children

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# Product Classifications

- **Consumer Product** - any article produced or distributed (i) for sale to a consumer for use in or around a resident, school, in recreation, or otherwise, or (ii) for the personal use, consumption or enjoyment of a consumer (**General Use**)
- **Children's Product** - a product designed or intended primarily for use by children 12 years of age or younger
- **Children's Toy** - a children's product designed or intended for use by child in play (ASTM F963 goes up to 14 years of age)
- **Child Care Article** – a children's product designed or intended by the manufacturer to facilitate sleep or the feeding of children age 3 and younger, or to help such children with sucking or teething.

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# Children's Product Factors

- Stated intent of the manufacturer if not unreasonable.
- Marketing, advertising and promotion
- Common recognition of appropriate age group by consumers
- The Age Determination Guidelines issued by the Commission staff



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## Additional Reference

- 16 CFR 1200, Definition of Children's Product under the Consumer Product Safety Act
- Includes definition of General Use Product



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# Three Sections

- Introduction
- Background
- User Guide
  - Play categories
  - Age groups
  - Product characteristics
  - Basic abilities



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## EXPLORATORY AND PRACTICE PLAY: MIRRORS, MOBILES, & MANIPULATIVES

Product Characteristics	Birth Through 3 Months	4 Through 7 Months	8 Through 11 Months
<b>Size of Parts*</b>	Fits in visual field Small enough for infant to grasp, if expected to be handled	----->	----->
<b>Shape of Parts</b>	Rounded corners/edges Easy-to-grasp shape, if expected to be handled	----->	----->
<b>Number of Parts</b>			
<b>Interlocking/Loose Parts</b>			
<b>Materials</b>	Lightweight Soft Washable	-----> -----> ----->	-----> -----> ----->
<b>Motor Skills Required*</b>	Reaching Grasping Mouthing	-----> -----> -----> Hand-eye coordination Able to sit up unsupported around 6 mo. Palmar grasping; raking grip Can transfer objects from hand to hand	Increased mobility; scooting, crawling, standing, cruising, and initial walking -----> Can grasp & shake Practicing fine motor skills such as grasping, pushing, pulling, squeezing, patting, poking, & shaking Emergence of pincer grasp
<b>Color/Contrast*</b>	Bright, vibrant colors High contrast patterns Facial patterns	-----> -----> ----->	-----> -----> ----->
<b>Cause &amp; Effect*</b>	Cannot fully understand cause & effect, but can still enjoy it; prefers simple cause-and-effect relationships	----->	Beginning to understand cause-and-effect relationship; simple, clear cause-and-effect relationships are still best
<b>Sensory Elements</b>	Visual: objects that move slowly Multi-textured Gentle, soothing sounds & voices Not too loud, sudden, or extreme	-----> -----> ----->	Pictures of familiar objects Bouncing, vibrating, & lighting up -----> ----->
<b>Level of Realism/Detail</b>			
<b>Licensed Theme</b>			
<b>Classic</b>			
<b>Robotic/Smart Features</b>			
<b>Educational</b>			



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# Play Categories

- (1) Exploratory and Practice Play (2002: Early Exploratory/Practice Play)
- (2) Building Play (2002: Construction Play)
- (3) Pretend & Role Play
- (4) Game & Activity Play
- (5) Sports, Recreational, & Outdoor Play (2002: Sports & Recreational Play)
- (6) Media Play
- (7) Educational & Academic Play
- (8) Technology Play 

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## Play Category

## Toy Subcategory

- |                                 |  |
|---------------------------------|--|
| • Exploratory & Practice Play   | Mirrors, Mobiles, Manipulatives; Push & Pull   |
| • Building Play                 | Blocks, Interlocking Building Materials  |
| • Pretend & Role Play           | Dolls & Stuffed Toys, Play Scenes & Puppets, Dress-Up Materials, Small Vehicle Toys, Tools & Props |
| • Game & Activity Play          | Puzzles, Cards, Floor, Board, & Table Games  |
| • Sports, Recreational, Outdoor | Ride-On Toys, Recreational and Sports Equipment  |
| • Media Play                    | Arts & Crafts, Musical Instruments   |
| • Educational & Academic Play   | Books, Learning Products   |
| • Technology Play               | Smart Toys & Educational Software, Audiovisual Equipment, Computer & Video Games                   |

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## Examples of New Toys Added

- Gear spinning toys, multisensory infant toys
- Magnetic blocks, gear blocks, robotic blocks, suction cup blocks
- Remote control vehicles, launchers for vehicles
- Magnetic puzzles, mazes
- Table hockey, yoyos
- Architecture kits, circuit boards
- Technology play

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## Age Groups

- |                          |                      |
|--------------------------|----------------------|
| • Birth through 3 Months | • 2 years            |
| • 4 through 7 months     | • 3 years            |
| • 8 through 11 months    | • 4 through 5 years  |
| • 12 through 18 months   | • 6 through 8 years  |
| • 19 Through 23 Months   | • 9 through 12 years |

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# Examples of Age Category Changes

- Sports Equipment – added lower age groups of 12-18 months and 19-23 months
- Exploratory Play – added higher age group of 3-5 years



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# Toy Characteristics

- Size of parts
- Shape of parts
- Number of parts
- Interlocking/Loose parts
- Materials
- Motor skills required
- Color/Contrast
- Cause & Effect
- Sensory elements
- Level of realism/detail
- Licensed theme
- Classic
- Robotic/Smart Features
- Educational

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## Size and Shape

- Dimensions
- Ability to use properly



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## Materials Used

- Soft plastic, foam, plush, wood
- Metal, glass, ceramic



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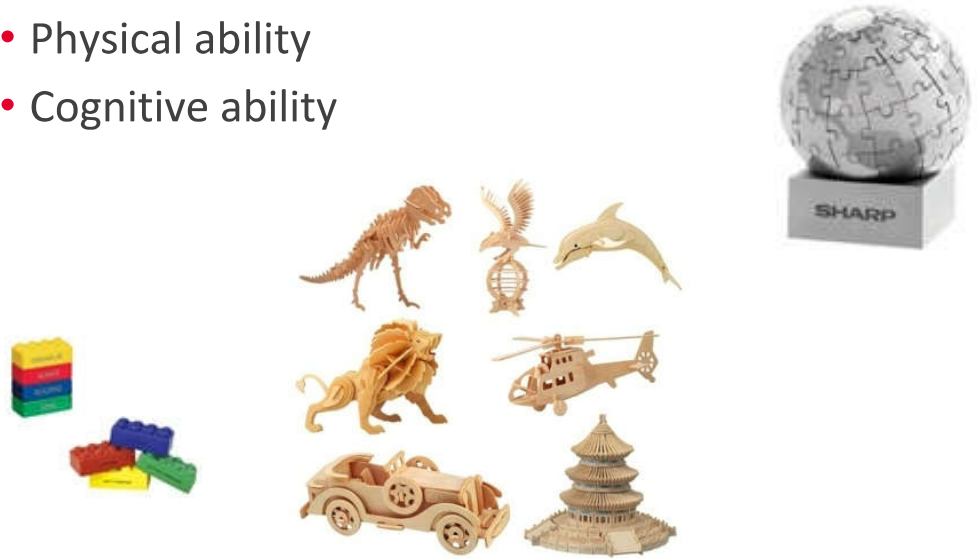
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## Number of Parts

- Physical ability
- Cognitive ability



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## Motor Skills required

- Fine motor skills
- Gross motor skills



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## Classic Product

- Maintains appeal over generations



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## Color

- Bright primary
- Natural or dull



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## Cause & Effect

- Product response – lights, sounds, movement



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## Sensory Elements

- Appeal to any of the five senses
- Lights, sounds, texture, smell, taste



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## Level of Realism & Detail

- Cartoonish vs. real features
- Child vs. adult qualities



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## Licensing / Theme

- Ties to outside influences, primarily media
- Contain a licensed characteristic



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## Considerations for Promotional Products

- Products are often intended for use by adults, given out at trade shows and workplaces, but end up in the hands of children
- Consider various factors to determine whether product could be appealing to children
- Determine who is responsible to ensure regulatory compliance based on product classification

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## Current and Future Research

- Potential physical hazards and age recommendations for smart toys
- Age recommendations for 9 additional toy categories
- CPSC staff planning future updates to the Guidelines
- Child strength study underway
- CHILDATA may also be updated

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## Resources

- PPAI: [www.ppai.org](http://www.ppai.org)
- PPAI Product Responsibility: <http://www.ppai.org/inside-ppai/corporate-responsibility/product-responsibility/>
- Consumer Product Safety Commission: [www.cpsc.gov](http://www.cpsc.gov) , [www.recalls.gov](http://www.recalls.gov)
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