***Product safety***

The creative approach for the [new product safety](https://europa.eu/youreurope/business/dealing-with-customers/consumer-contracts-guarantees/selling-products-safely/index_en.htm) video is to be published on Instagram channel as a short animated GIF - GD GROW Your Europe: <https://www.instagram.com/youreurope/>

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| **Post Copy** |
| New EU product safety rules are here - make sure your business is compliant! ✍️  Protect your customers and reputation by taking immediate action if your product is found to be unsafe.  Visit Your Europe to find out more. 👉 LINK |

Link for campaigns/Stories: [Product safety, defective products, reporting a non-compliant product - Your Europe](https://europa.eu/youreurope/business/dealing-with-customers/consumer-contracts-guarantees/selling-products-safely/index_en.htm?pk_campaign=ye_sm_productsafety_2025&pk_source=instagram&pk_medium=yeb_boost_post_2025)