

Viral Trend Risks Causing Severe Burns to Children

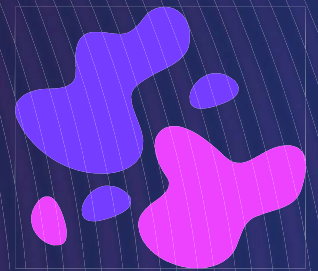
Microwaving NEEDOH Toys and Squishies

Parents and Carers Guide

WHAT YOU NEED TO KNOW

A viral trend is encouraging children to microwave squishy silicone toys, known as NEEDOH toys or squishies, among other names (Jelly Cubes, Nice Cubes) in order to make them softer and more pliable. Often, the packaging warns against this, but children are ignoring it because online videos and trends on TikTok, Instagram and YouTube encourage them to do the opposite. The toy feels cool to the touch after microwaving, but bursts when squeezed, spraying boiling material on hands, neck and face. A child in Bristol was seriously hurt on 4th May 2026 and children in America have experienced significant burns and injuries. This has happened to children as young as seven.

Please note - Your child does not need to have searched for this. The algorithm shows it to children based on other content they have watched.



IF YOUR CHILD HAS ONE OF THESE TOYS

It is natural to feel concerned, but the most important thing is to remain calm. Children are far more likely to talk to you, now and in the future, if they know they will be met with a steady response rather than alarm.

This is also a valuable opportunity. What your child sees online, from friends or from trends, does not always show the full picture or the consequences. Safety conversations are not about restricting their fun, they are about making sure they understand how to protect themselves and others.



STARTING THE CONVERSATION

You do not need to be an expert. A relaxed, open and honest conversation is enough. A few things that can help:

- Use the toy as a natural conversation point rather than sitting them down for a formal talk.
- Tell them simply that children their age have been seriously hurt following this trend. Reality carries more weight than a rule.
- Avoid taking the toy away without explaining why as providing a reason builds trust. Removing it without understanding may lead a child to hide things from you.
- If the toy feels too firm, the manufacturer's recommendation to soften it is to knead it with your hands for a few minutes. Encourage them, or help them, to do this instead.
- If they have already seen the videos, remain calm. The algorithm does its job quietly. What matters is the conversation that follows.



KEY POINTS TO DISCUSS...

You do not need to be an expert. A relaxed, open and honest conversation is enough. A few things that can help:

- The toy looks and feels completely normal after microwaving, the outside stays cool to the touch. But inside, it has reached temperatures as hot as boiling water so when squeezed, it bursts and dangerous hot liquid can explode.
- The injuries include severe burns, potential scarring and in some cases, a risk to eyesight. Some children have been hospitalised because of the trend.
- Remind them it could hurt anyone nearby - a friend, a sibling, whoever is in the room when it bursts.
- Online videos are designed to look like helpful tips, sometimes to get more followers. They do not always show what happens afterwards.
- If a friend suggests trying it, knowing and explaining the real danger makes it much easier for them to say no.
- If they have already tried it, or something has worried them, they are not in trouble. What matters is that they are safe.



If your child is worried or needs help, make sure they know they can always come to you first or an adult they trust. They can also:

- Talk to a trusted adult at school — their teacher, a youth worker or the school Safeguarding Lead or Child Protection Co-ordinator.
- Contact Childline, free, confidential and available any time
- If they have been hurt, seek medical attention straight away - call 999 immediately. Burns from this can continue to cause damage after the initial contact.

Please do not search for this on TikTok or Instagram yourself. Every search feeds the algorithm and makes this content more visible to others. For news coverage, use the links below and share this and our alert with friends and family to raise awareness.

For verified news coverage: [BBC News](#) | [The Independent](#)

If your child has seen these videos or even tried this trend, do not react with panic or anger. That is the response most likely to close the conversation down. Staying calm keeps the door open, and an open door to conversations with adults they can trust is what makes children safer.

SUPPORT IS AVAILABLE

Childline — free, confidential support for children and young people: 0800 1111 | www.childline.org.uk

NSPCC Helpline — support and advice for adults with concerns about a child: 0808 800 5000 | www.nspcc.org.uk