Be Cautious of Fake L.O.L. Surprise Toys

L.O.L. Surprise is currently the #1 collectible doll in the U.S. and a top selling toy around the world. Fans love unboxing L.O.L., and a part of the fun is finding new characters and adding to your collection. Maintaining the quality and integrity of L.O.L. Surprise is a top priority and essential for the brand and fans. Unfortunately, we have received several reports that unauthorized products are being sold, and we want you to know that we are vigorously pursuing all counterfeit reports, taking legal action against factories making fake products, taking down unapproved web postings, and informing unauthorized resellers to immediately stop any sales of counterfeit product. In addition, we want to provide important information to help consumers identify and avoid buying fake product:

1. The product should clearly say “MGA Entertainment, Inc.” or “MGA” on the outside packaging;
2. Note that legitimate product is called “L.O.L. SURPRISE!” Not “L.Q.L” or any other name;
3. Please be cautious of unfamiliar sellers located outside of your country, and only purchase product from trusted retailers and websites.
4. If in doubt, compare the packaging, colors, and description to authentic L.O.L. Surprise products as shown on https://lolsurprise.mgae.com

Thank you for your support!