



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



24 MAY 2019

FDA ADVISORY
No. **2019-125**

TO: GENERAL CONSUMING PUBLIC

SUBJECT: Public Health Warning Against the Purchase and Use of Counterfeit Cosmetic Products (Batch 6)

The Food and Drug Administration (FDA) hereby advises the public against the purchase and use of **MAYBELLINE NEW YORK THE MAGNUM VOLUM' EXPRESS WATERPROOF MASCARA** whose particulars/details are provided below:

PRODUCT DETAILS:

Local Company Name as Reflected on the Label: **Not Indicated**

Address: **Not Indicated**

Country of Manufacture: **China**

Batch/Lot No: **Not Indicated**

Expiry Date: **Not Indicated**



FDA, in coordination with the Market Authorization Holder (MAH), L'Oreal Philippines, Inc., has verified that the aforementioned cosmetic product is **COUNTERFEIT**. According to the MAH, the compliant product bears the following information:

1. The Formula Reference are clear and readable positioned on the top portion (shrink wrap) of the cap.
2. The Batch Code and Manufacturing Date is directly engraved on the bottom portion of the primary packaging.



Counterfeit products, not having gone through the required safety assessment and the verification process of the FDA, pose potential health hazards to the consuming public since their safety and purity cannot be guaranteed. The dangers/hazards may come from ingredients that are not allowed to be part of a cosmetic product or from the contamination of heavy metals such as lead and mercury. The use of substandard and possibly adulterated cosmetic products may result to adverse reactions including but not limited to skin irritation, itchiness, anaphylactic shock and organ failure.

In light of the above, the public is advised to be vigilant against buying and using the aforementioned counterfeit cosmetic product. Moreover, the public is also advised to be vigilant against cosmetic products that might not be duly notified with FDA. Always check if a cosmetic product has been notified with FDA before purchasing it by making use of the embedded *Search* feature of the FDA website accessible at www.fda.gov.ph.

All concerned establishments are warned not to distribute the above-identified violative cosmetic product, otherwise, regulatory actions and sanctions shall be strictly pursued.

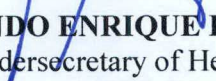
All Local Government Units (LGUs) and Law Enforcement Agencies (LEAs) are requested to ensure that the product is not sold or made available in their localities or areas of jurisdiction.

To report any suspicious and/or illegal activity involving the said product, the public may contact FDA through its online reporting facility, **eReport**, at www.fda.gov.ph/ereport, or e-mail us at report@fda.gov.ph, or call the Center for Cosmetics Regulation and Research (CCRR) hotline **(02) 857-1900 local 8107/8113**.

For more information and inquiries regarding Maybelline New York products, consumers may contact the MAH through any of the following contact information:

1. Email: consumer.care@ph.loreal.com
2. Consumer Hotline No.: (02) 672-7200
3. Official Brand Website: <https://www.maybelline.com.ph>
4. Authorized Stores Reference: <https://www.maybelline.com.ph/store-locator>
4. Brand's Facebook Page: <https://www.facebook.com/maybellinephilippines/>

Dissemination of the information to all concerned is requested


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