



**FDA ADVISORY**


No. **2021-0062**

14 JAN 2021

**TO: GENERAL CONSUMING PUBLIC**

**SUBJECT: Public Health Warning Against the Purchase and Use of the Non-Compliant Cosmetic Product " VITAKERATIN EXPERT SALON TREATMENT BRAZILIAN STRAIGHT FOR FRIZZY & UNRULY HAIR "**

The Food and Drug Administration (FDA) warns the general public from purchasing and using the non-compliant cosmetic product, " **VITAKERATIN EXPERT SALON TREATMENT BRAZILIAN STRAIGHT FOR FRIZZY & UNRULY HAIR** " with details specified below:

PRODUCT DETAILS	PRODUCT IMAGE/S
<p>Local Company Responsible for Placing the Product in the Market: <b>UNILEVER PHILIPPINES, INC.</b></p> <p>Address: <b>7/F Bonifacio Stopover Corporate Center, 31st St. cor. 2nd Ave., Bonifacio Global City Fort Bonifacio, Taguig, Metro Manila</b></p> <p>Country of Manufacture: <b>Philippines</b></p> <p>Lot/Batch Number: <b>365</b></p> <p>Manufacturing Date: <b>141219</b></p> <p>Expiration Date: <b>Not Indicated</b></p>	
<b>NON-COMPLIANCE/S</b>	
<p>The ingredients listed on the label are inconsistent with the information declared in the acknowledged product notification.</p>	

The Food and Drug Administration has verified that the abovementioned product is **NON-COMPLIANT** through its postmarketing surveillance (PMS) pursuant to Book I, Article II, Section 2 of the Rules and Regulations Implementing Republic Act No. 9711, otherwise known as the "Food and Drug Administration Act of 2009" which provides for the relevant functions, powers and duties of the agency, including the conduct of PMS activities in the monitoring of health products.



Based on the Certificate of Product Notification issued to the company, any subsequent changes to the information previously submitted to the FDA will render the notification invalid.


In light of the foregoing, the public is advised not to purchase the aforementioned violative cosmetic product. Moreover, the public is advised to always check if a cosmetic product is notified with the FDA through its website ([www2.fda.gov.ph](http://www2.fda.gov.ph)). It has a *Search* feature which may be used by typing in the name of the product before deciding on purchasing and/or using the said product.

All concerned establishments are warned not to distribute violative cosmetic product until they have fully complied with the rules and regulation of the FDA.

All FDA Regional Field Offices and Regulatory Enforcement Units, in coordination with law enforcement agencies and Local Government Units, are requested to ensure that violative products are not sold or made available in the market or areas of their jurisdiction.

To report any sale, distribution, complaint and/or adverse event on the use of the violative cosmetic product, the online reporting facility, **eReport** can be accessed at [ereport@fda.gov.ph](mailto:ereport@fda.gov.ph), or call us at the Center for Cosmetics Regulation and Research (CCRR) hotline **(02) 8857-1900 loc. 8113 or 8107**.

Dissemination of this advisory to all concerned is hereby requested.

  
**ROLANDO ENRIQUE D. DOMINGO, MD**  
Director General

DTN: 20210105095849

