



FDA ADVISORY
No. **20212140**

20 AUG 2021

TO: THE GENERAL PUBLIC

SUBJECT: Public Health Warning Against the Purchase and Use of Counterfeit Cosmetic Product “ASHLEY SHINE MATTE FLAT FINISH PIGMENT GLOSS”

The Food and Drug Administration (FDA) warns the public from purchasing and using the below counterfeit cosmetic product:



Figure 1. Comparison of Counterfeit and Authentic Ashley Shine Matte Flat Finish Pigment Gloss



The FDA has coordinated with the Market Authorization Holder (MAH), ELEGANT FUMES BEAUTY PRODUCTS INC., and has verified that the aforementioned cosmetic product is **COUNTERFEIT**. According to the company ELEGANT FUMES BEAUTY PRODUCTS INC., the aforementioned cosmetic product was just an imitation considering that their product has the necessary details.

Counterfeit products did not go through the required safety assessment and the FDA verification process. These products pose potential health hazards to the consuming public since their safety and purity cannot be guaranteed. Potential hazards may come from ingredients that are not allowed to be part of a cosmetic product or restricted ingredients that in excessive amount as per ASEAN Cosmetic Directive (ACD). 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 foregoing, the public is advised not to purchase the aforementioned violative cosmetic product. Always check if a product is notified with the FDA by using the FDA Verification Portal feature accessible at <https://verification.fda.gov.ph> which may be used by typing in the name of the product before the purchase and/or using the cosmetic products.

All concerned establishments are warned not to distribute counterfeit cosmetic products.

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 jurisdiction.

Kindly contact the FDA Center for Cosmetics and Household/Urban Substances Regulation and Research through e-mail at cchuhsrr@fda.gov.ph or call **(02) 857-1900 local 8113 or 8107**.

To report any sale or distribution of unnotified cosmetic products, the online reporting facility, **eReport** can be accessed at ereport@fda.gov.ph.

Dissemination of this advisory to all concerned is hereby requested.


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