




FDA ADVISORY
No. **2021-1950**

29 JUL 2021

TO: GENERAL CONSUMING PUBLIC

SUBJECT: Public Health Warning Against the Purchase and Use of Cosmetic Product ASHLEY SHINE LIP TINT COLOR SENSATIONAL 02 Containing Banned Ingredient/s

The Food and Drug Administration (FDA) warns the public from purchasing and using the adulterated cosmetic product **ASHLEY SHINE LIP TINT COLOR SENSATIONAL 02** which tested positive for the presence of **RHODAMINE**. Such ingredient is not allowed to be part of a cosmetic product as per Annex II Part 1 of the ASEAN Cosmetic Directive. The table below indicates the particulars of the adulterated cosmetic product/s:

PRODUCT DETAILS	PRODUCT IMAGE/S
<p>Name of Manufacturer/ Local Company Responsible for Placing the Product in the Market: Elegant Fumes Beauty Products Inc.</p> <p>Address: 1st Flr., 707 Sto. Cristo St. San Nicolas, Manila</p> <p>Country of Manufacture: P.R.C.</p> <p>Lot/Batch Number: 20190901 Mfg. Date: 09.2019 Exp. Date: 09.2023</p>	

Rhodamine B is a fluorescent dye used as a tracer in water and air flow studies, and in molecular and cell biology studies. It presents as a red to violet powder. It has been shown to be carcinogenic in mammalian models.

The aforementioned adulterated product is found to be non-compliant with the existing standards, and, thus pose potential hazards to the consuming public. The use of 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 adulterated 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 adulterated 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 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, or call us at the Center for Cosmetics and Household/Urban Hazardous Substances Regulation and Research (CCHUHSRR) hotline **(02) 8857-1900 loc. 8113 or 8107**.

Dissemination of this advisory to all concerned is hereby requested.


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Director General

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