



**FDA ADVISORY**  
No. **2022-0639**

23 MAR 2022

**TO: THE GENERAL PUBLIC**

**SUBJECT: Public Health Warning Against the Purchase and Use of the Falsified Cosmetic Product/s as Reported in the ASEAN Post-Marketing Alert System (PMAS)**

The Food and Drug Administration (FDA) warns the public from purchasing and using the following falsified cosmetic products as reported in the ASEAN Post-Marketing Alert System (PMAS). The table below indicates the particulars of the falsified cosmetic products:

| No. | Product Details  | Findings   |
|-----|--|--|
| 1   | Product Name: <b>OWAY HCOLOR INTENSE ASH SUPPER BLEACHING BLOND</b><br><br>Manufactured by/Local Company Responsible for Placing the Product in the Market: <b>Not Applicable</b><br><br>Country of Manufacture: <b>Italy</b><br><br>Lot/Batch Number: <b>200270065</b><br>Manufacturing Date: <b>Not Indicated</b><br>Expiration Date: <b>Not Indicated</b> | Product was tested and was not found p-phenylenediamine as identified in registration notice. Therefore, this cosmetic is falsified.   |
| 2   | Product Name: <b>LOVELY PLUS HERBAL HAIR COLOR (BROWN)</b><br><br>Manufactured by/Local Company Responsible for Placing the Product in the Market: <b>Not Applicable</b><br><br>Country of Manufacture: <b>India</b><br><br>Lot/Batch Number: <b>143</b><br>Manufacturing Date: <b>03/2021</b><br>Expiration Date: <b>03/2024</b>                            | Product was tested and found p-phenylenediamine that was not identified in registration notice. Therefore, this cosmetic is falsified.<br><br>Product was tested and found o-aminophenol which is prohibited in cosmetic products. |



| No. | Product Details  | Findings   |
|-----|--|--|
| 3   | Product Name: <b>LOVELY PLUS HERBAL HAIR COLOR (GOLDEN BROWN)</b><br><br>Manufactured by/Local Company Responsible for Placing the Product in the Market: <b>Not Applicable</b><br><br>Country of Manufacture: <b>India</b><br><br>Lot/Batch Number: <b>128</b><br>Manufacturing Date: <b>03/2021</b><br>Expiration Date: <b>03/2024</b> | Product was tested and found p-phenylenediamine that was not identified in registration notice. Therefore, this cosmetic is falsified.<br><br>Product was tested and found o-aminophenol which is prohibited in cosmetic products. |

The aforementioned products have been tested by the Thailand, Food and Drug Administration, as part of their post-marketing surveillance activities and results of the laboratory analyses show that the aforementioned products are not compliant with the technical standards set forth by the ACD.

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 violative 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](mailto: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.

  
**DR. OSCAR G. GUTIERREZ, JR.**  
 Officer-in-Charge Director General