



Republic of the Philippines  
Department of Health  
**FOOD AND DRUG ADMINISTRATION**



**FDA ADVISORY**  
No. **2016-035**

11 MAY 2016

**TO : GENERAL CONSUMING PUBLIC, FIELD  
REGULATORY OPERATIONS OFFICE OF THE  
FOOD AND DRUG ADMINISTRATION, LAW  
ENFORCEMENT AGENCIES, LOCAL  
GOVERNMENT UNITS AND COSMETIC  
RETAILERS**

**SUBJECT : Unnotified Cosmetic Products Being Sold Over the  
Internet**

Pursuant to Republic Act No. 9711, otherwise known as "Food and Drug Administration (FDA) Act of 2009," companies intending to manufacture, import, export, distribute, sell, offer for sale, transfer, promote and advertise cosmetic products shall apply for a License to Operate (LTO) and product registration/notification from FDA prior to carrying out said activities. This is to ensure that only safe and of quality cosmetic products are made available to the Filipino consumers.

ASEAN Cosmetic Directive (ACD), adopted and implemented through the issuance of Administrative Orders (A.O.) 2005-0015 and 2005-0025, states in Article 1.3

*"The company or person responsible for placing the cosmetic products in the market shall notify the regulatory authority responsible for cosmetics (hereafter referred to as regulatory authority) of each Member State where the product will be marketed, of the place of the manufacture, or of initial importation before the product is placed in the market"*

Thus, FDA hereby advises the general public not to purchase cosmetic products that have not passed through the verification process of the agency.

FDA, through its post-marketing surveillance activities, found out that several online shopping websites such as Alibaba, Lazada and BeautyMNL, among others are selling or offering for sale a line of cosmetic products under the brand name **MENOW**. Menow cosmetic products are reported to be manufactured in China and are verified to be unnotified and without proper market authorization from FDA. Hence, FDA cannot guarantee their quality and safety. The public is advised against buying and using these products. Below are a number of Menow cosmetic products that are available over the internet:







Figure 1. Menow Fashion Colour Concealer

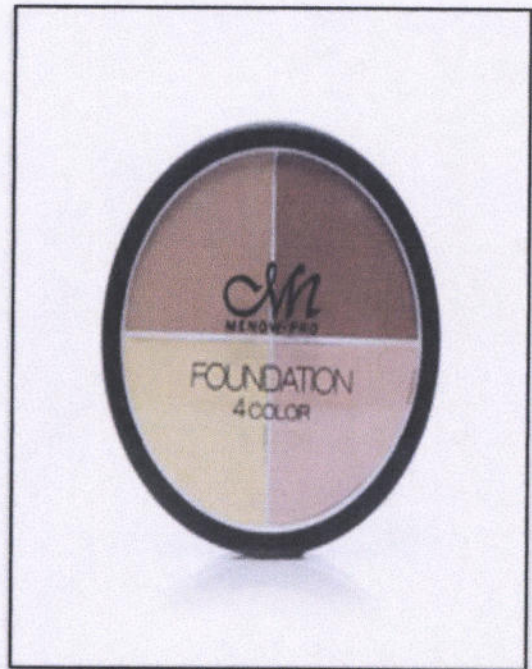


Figure 2. Menow Pro Foundation 4 Color



Figure 3. Menow Pro Infinite Balance Foundation Creme to Powder Foundation



Figure 4. Menow Generation II Perfect Mascara



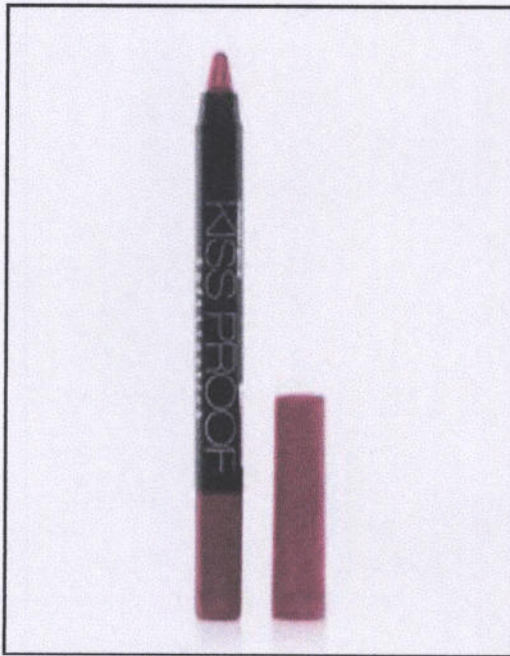


Figure 5. Menow Pro Kiss Proof Powdery Matte Soft Liptstick

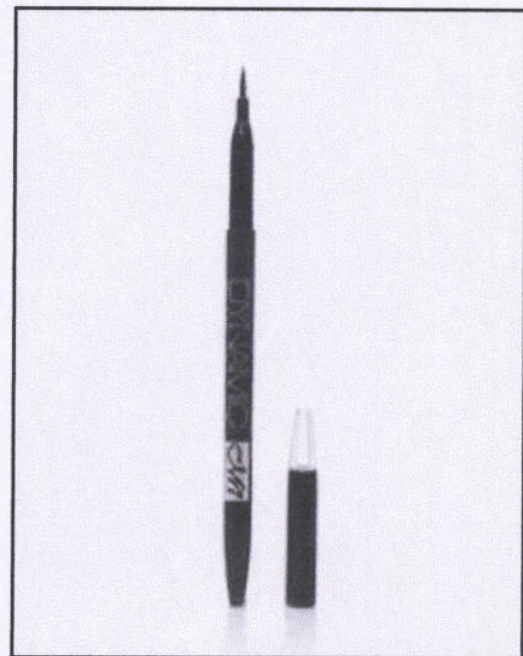


Figure 6. Menow Pro Dynamic Liquid Eyeliner



Figure 7. Menow 6 Colors Eyeshadow

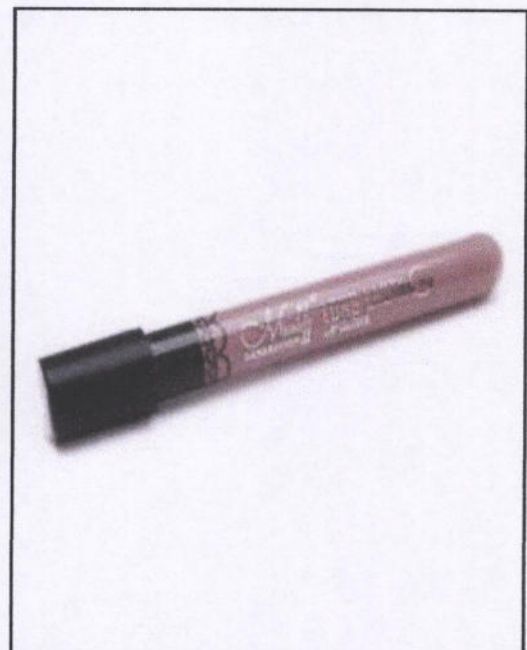


Figure 8. Menow Generation II Long Lasting Lipgloss

Moreover, the public is advised to always verify if a cosmetic product has been notified with FDA before purchasing it. Consumers can do this by going to the FDA website ([www.fda.gov.ph](http://www.fda.gov.ph)) and making use of the *Search tab* found in the upper right corner of the home page, as shown below:



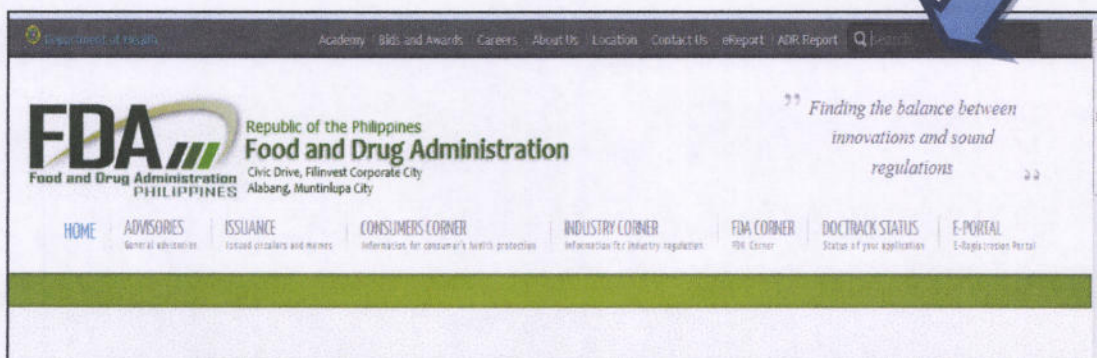


Figure 9. FDA Website Homepage

In the interest of protecting public health and safety, the FDA Field Regulatory Operations Office (FROO) is ordered to monitor the market for the manufacture, importation, exportation, distribution, sale, offer for sale, transportation, promotion and/or advertisement of the abovementioned cosmetic products. FROO is further ordered to conduct inventory and seal all Menow cosmetic products found in the Philippine market, and the Field Regulatory Officers is ordered to exercise their functions pursuant to Section 14 of Republic Act No. 9711.

All local government units and law enforcement agencies are requested to ensure that these products are not sold or made available in their localities or areas of jurisdiction.

All cosmetic retailers are warned against selling these cosmetic products.

The public is enjoined to assist FDA in monitoring the market and to report any suspicious promotional or marketing activities for cosmetic products and their availability in the market through any of the following channels:

1. FDA's e-report ([www.fda.gov.ph](http://www.fda.gov.ph))  
Reports can be sent to FDA via the e-Report section found in the upper right corner of the FDA website. By clicking e-report, another page will appear where you will find the form that must be accomplished (refer to Figures 10 and 11).

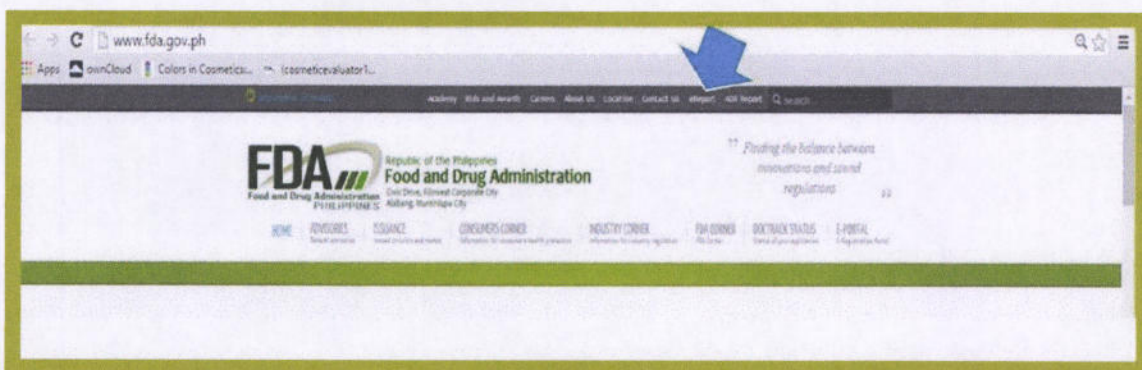


Figure 10. e-Report Section of the FDA Website

