



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



FDA ADVISORY

No. **2016-117**

26 OCT 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: Public Health Warning Against the Use of Unnotified Cosmetic Products (Batch 18)**

The Food and Drug Administration (FDA) advises the public against the purchase and use of the following unnotified cosmetic products collected in National Capital Region (NCR), Region XI and Region XVIII:

1. **MAXFACTOR EYE BRIGHTENING MASCARA**
2. **ETUDE HOUSE BB CREAM BRIGHT FIT**
3. **ETUDE HOUSE DOUBLE MAGIC KOREA EYELINERS**
4. **ETUDE HOUSE BB MAGIC CREAM**
5. **ETUDE HOUSE BLACK WATER PROOF EYELINER**

The manufacture, importation, exportation, distribution, sale, offer for sale, transportation, promotion and/or advertisement of these non-compliant products is in direct violation of R.A. 9711.

Cosmetic products, prior being placed into the local market, must be duly notified with the FDA by a licensed cosmetic distributor and/or manufacturer. However, if a cosmetic product has not been verified by FDA as in the case of these unnotified products, the use of such products may pose potential health hazards to the consuming public. FDA cannot guarantee their quality and safety. Potential hazards may come from ingredients that are not allowed to be part of a cosmetic product or from the contamination of heavy metals such as lead and mercury. 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.

Thus, the public is advised to always verify if a cosmetic product has been notified with FDA before purchasing it. The FDA website, accessible at <http://www.fda.gov.ph> contains a list of notified cosmetic products which is searchable through its embedded *Search* feature. All consumers are advised to be vigilant of the abovementioned cosmetic products. Retailers of cosmetic products are also warned against selling these products.

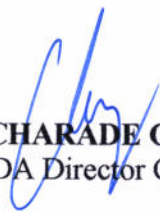
In the interest of protecting public health and safety, the FDA Field Regulatory Operations Office (FROO) is ordered to monitor the market for the manufacture, importation, exportation, distribution, sale, offer for sale, transportation, promotion and/or advertisement of the abovementioned cosmetic products. FROO is further ordered to conduct inventory and seal all of the aforesaid unnotified cosmetic products found in the Philippine market, and to effect/conduct seizure of the same in accordance with existing laws, rules and regulations.



Likewise, 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.

For more information and inquiries, please e-mail us at [info@fda.gov.ph](mailto:info@fda.gov.ph). To report continuous sale or distribution of unnotified cosmetic products, kindly e-mail us via [report@fda.gov.ph](mailto:report@fda.gov.ph), call us at (02) 857-1984, or utilize our online reporting facility, **eReport**, at <http://www.fda.gov.ph/ereport>.

Dissemination of the information to all concerned is requested.

  
**NELA CHARADE G. PUNO, RPh**  
FDA Director General

DTN: 20160926104434





**ANNEX**  
Details on the Unnotified Cosmetic Products

PRODUCT NAME	PRODUCT DETAILS	PRODUCT IMAGE/S
1 <b>MAXFACTOR EYE BRIGHTENING MASCARA</b>	Manufacturer's Name: Procter & Gamble Country of Manufacture: Made in Ireland Local Company Responsible for Placing the Product in the Market: Not Indicated Address: Not Indicated	
2 <b>ETUDE HOUSE BB CREAM BRIGHT FIT</b>	Manufacturer's Name: Etude Corporation Country of Manufacture: Made in Korea Local Company Responsible for Placing the Product in the Market: Not Indicated Address: Not Indicated	
3 <b>ETUDE HOUSE DOUBLE MAGIC KOREA EYELINERS</b>	Manufacturer's Name: Not Indicated Country of Manufacture: Made in Korea Local Company Responsible for Placing the Product in the Market: Not Indicated Address: Not Indicated	
4 <b>ETUDE HOUSE BB MAGIC CREAM</b>	Manufacturer's Name: Etude Corporation Country of Manufacture: Made in Korea Local Company Responsible for Placing the Product in the Market: Not Indicated Address: Not Indicated	

PRODUCT NAME	PRODUCT DETAILS	PRODUCT IMAGE/S
5 <b>ETUDE HOUSE BLACK WATER PROOF EYELINER</b>	<p>Manufacturer's Name: Not Indicated</p> <p>Country of Manufacture: Made in Korea</p> <p>Local Company Responsible for Placing the Product in the Market: Not Indicated</p> <p>Address: Not Indicated</p>	