



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



FDA ADVISORY
No. **2016-125**

10 NOV 2016

TO: GENERAL CONSUMING PUBLIC

SUBJECT: Reiteration of the Public Health Warning Against the Use of the Following Cosmetic Products:

1. Etude House BB Cream Bright Fit
2. Etude House Double Magic Korea Eyeliners
3. Etude House BB Magic Cream
4. Etude House Black Water Proof Eyeliner

In furtherance of FDA Advisory No. 2016-117, the Food and Drug Administration (FDA), upon further investigation and in coordination with the market authorization holder (MAH) for Etude House cosmetic products - Rosa Fiore House Corp., hereby confirms that the aforementioned products are counterfeit. According to the MAH, the company does not import nor distribute these products in the Philippine market. Nevertheless, similarities have been found between two (2) of their notified products and two (2) of the counterfeit ones, as shown below:

| Authentic | Counterfeit |
|---|--|
| Etude House Precious Mineral BB Cream Cover & Bright Fit SPF 30/PA++ | Etude House BB Cream Bright Fit |
|  |  |
| Etude House BB Magic Pact | Etude House BB Magic Cream |
|  |  |



Counterfeit products, not having gone through the required safety assessment and the verification process of the FDA, pose potential health hazards to the consuming public since their safety and purity cannot be guaranteed. The dangers/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 counterfeit products may result to adverse reactions ranging from minor ones such as skin irritation, itchiness, inflammation and rashes to severe reactions like anaphylactic shock and organ failure.

In light of the above, the public is advised against buying counterfeit products. To ensure you are buying authentic Etude House cosmetic products, only buy from Etude House boutiques which are the only legit retailers of Etude House cosmetic products, as confirmed by Rosa Fiore House Corp. The public may contact Rosa Fiore House Corp. through their website <https://www.etudehouse.ph> or email them at cs@iagc.ph and/or regulatory@iagc.ph for more information on Etude House cosmetic products.

For more information and inquiries, please e-mail us at info@fda.gov.ph. To report any suspicious activity and/or product, kindly e-mail us via report@fda.gov.ph, call us at the Center for Cosmetics Regulation and Research (CCRR) hotline **(02) 857-1979 or (02) 857-1984**, or utilize our online reporting facility, **eReport**, at www.fda.gov.ph/ereport.

Dissemination of the information to all concerned is requested


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