



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



FDA ADVISORY
No. **2017-013**

24 JAN 2017

TO: GENERAL CONSUMING PUBLIC

SUBJECT: Reiteration of the Public Health Warning Against the Use of Max Factor Eye Brightening Mascara

In furtherance to FDA Advisory No. 2016-117, the Food and Drug Administration (FDA), upon further investigation and in coordination with Rustan Marketing Corporation, the market authorization holder (MAH) for Max Factor cosmetic products, hereby confirms that **MAX FACTOR EYE BRIGHTENING MASCARA** is a **COUNTERFEIT**. According to the MAH, the company does not import nor distribute said product in the Philippine market.




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, especially in the areas around the eyes, may result to adverse reactions which can manifest as eye redness, irritation, swelling and discharge.

In light of the above, the public is advised to be vigilant against buying and using the aforementioned counterfeit product. To report any suspicious and/or illegal activity involving the said product, the public may contact the MAH through its official Facebook account <https://www.facebook.com/MaxFactorPH/> or FDA through any of the following channels:

1. Send an email to info@fda.gov.ph,
2. Call the Center for Cosmetics Regulation and Research (CCRR) hotline **(02) 857-1979** or **(02) 857-1984**;
3. Utilize FDA's online reporting facility, **eReport**, at www.fda.gov.ph/ereport.

Dissemination of the information to all concerned is requested


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