



FDA ADVISORY  
No. **2017-067**

02 MAR 2017

**TO: GENERAL CONSUMING PUBLIC**

**SUBJECT: Public Health Warning Against the Use of Unnotified Cosmetic Products (Batch 11)**

The Food and Drug Administration (FDA) advises the public against the purchase and use of the following unnotified cosmetic products whose particulars/details are provided in the attached annex:

1. **AQUAFRESH FLUORIDE TOOTHPASTE KIDS CAVITY PROTECTION – BUBBLE MINT**
2. **CLEAR™ COLOR & HEAT CONQUEROR SHAMPOO WITH ANTIOXIDANT BERRY EXTRACTS**
3. **CREST TARTAR PROTECTION FLUORIDE ANTICAVITY TOOTHPASTE**
4. **FIXODENT DENTURE ADHESIVE CREAM ORIGINAL**
5. **HERBAL SHIELD® LICE REPEL SHAMPOO**
6. **KISS BEAUTY LIQUID LIP GLOSS (PEACH)**
7. **KISS BEAUTY LIQUID LIP GLOSS (PINK)**
8. **LIP CHIC COLOR LASTING**
9. **MENOW GENERATION II ORIENTAL WOOD EYEBROW PENCIL PROFESSIONAL WATERPROOF ANTI-BACTERIAL NO. 03**
10. **VERBENA POVIL TALC POWDER**

FDA post-marketing surveillance (PMS) activities have verified that the abovementioned cosmetic products have not gone through the verification process of the agency and have not been issued the proper authorization in the form of acknowledged cosmetic notifications. Pursuant to Republic Act No. 9711, otherwise known as the “Food and Drug Administration Act of 2009”, the manufacture, importation, exportation, sale, offering for sale, distribution, transfer, non-consumer use, promotion, advertising or sponsorship of health products without the proper authorization from FDA is prohibited.

Accordingly, because unnotified cosmetic products have not gone through the verification process of the FDA, the agency cannot guarantee their quality and safety. The use of such violative products may pose potential health hazards to the consuming public. 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 mercury especially in whitening cosmetic products. 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.



In light of the above, the public is advised not to purchase the aforementioned violative products. Moreover, the public is also advised to be vigilant against cosmetic products that might not be duly notified with FDA. Always check if a cosmetic product has been notified with FDA before purchasing it by making use of the embedded *Search* feature of the FDA website accessible at [www.fda.gov.ph](http://www.fda.gov.ph).

All concerned establishments are warned not to distribute the above-identified violative cosmetic products until they have already been covered by the appropriate authorization (cosmetic notification), otherwise, regulatory actions and sanctions shall be strictly pursued.

All Local Government Units (LGUs) and Law Enforcement Agencies (LEAs) 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 the above unnotified cosmetic products, utilize our online reporting facility, **eReport**, at [www.fda.gov.ph/ereport](http://www.fda.gov.ph/ereport), or e-mail us via [report@fda.gov.ph](mailto:report@fda.gov.ph), or call us at the Center for Cosmetics Regulation and Research (CCRR) hotline **(02) 857-1979** or **(02) 857-1984**.





Dissemination of the information to all concerned is requested.

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



**ANNEX**  
 Details on the Unnotified Cosmetic Products

1	<b>PRODUCT NAME</b>	<b>PRODUCT DETAILS</b>	<b>PRODUCT IMAGE/S</b>
	<b>AQUAFRESH FLUORIDE TOOTHPASTE KIDS CAVITY PROTECTION – BUBBLE MINT</b>	Local Company Responsible for Placing the Product in the Market: Not Indicated  Address: Not Indicated  Country of Manufacture: Not Indicated	
	<b>2 CLEAR™ COLOR &amp; HEAT CONQUEROR SHAMPOO WITH ANTIOXIDANT BERRY EXTRACTS</b>	Local Company Responsible for Placing the Product in the Market: Not Indicated  Address: Not Indicated  Country of Manufacture: United States of America (U.S.A.)	
	<b>3 CREST TARTAR PROTECTION FLUORIDE ANTICAVITY TOOTHPASTE</b>	Local Company Responsible for Placing the Product in the Market: Not Indicated  Address: Not Indicated  Country of Manufacture: Not Indicated	
	<b>4 FIXODENT DENTURE ADHESIVE CREAM ORIGINAL</b>	Local Company Responsible for Placing the Product in the Market: Not Indicated  Address: Not Indicated  Country of Manufacture: Not Indicated	
	<b>5 HERBAL SHIELD® LICE REPEL SHAMPOO</b>	Local Company Responsible for Placing the Product in the Market: Not Indicated  Address: Not Indicated  Country of Manufacture: United States of America (U.S.A.)	

	PRODUCT NAME	PRODUCT DETAILS	PRODUCT IMAGE/S
6	<b>KISS BEAUTY LIQUID LIP GLOSS (PEACH)</b>	Local Company Responsible for Placing the Product in the Market: Not Indicated  Address: Not Indicated  Country of Manufacture: People's Republic of China (P.R.C.)	
7	<b>KISS BEAUTY LIQUID LIP GLOSS (PINK)</b>	Local Company Responsible for Placing the Product in the Market: Not Indicated  Address: Not Indicated  Country of Manufacture: People's Republic of China (P.R.C.)	
8	<b>LIP CHIC COLOR LASTING</b>	Local Company Responsible for Placing the Product in the Market: Not Indicated  Address: Not Indicated  Country of Manufacture: Not Indicated	
9	<b>MENOW GENERATION II ORIENTAL WOOD EYEBROW PENCIL PROFESSIONAL WATERPROOF ANTI-BACTERIAL NO. 03</b>	Local Company Responsible for Placing the Product in the Market: Not Indicated  Address: Not Indicated  Country of Manufacture: China	
10	<b>VERBENA POVIL TALC POWDER</b>	Local Company Responsible for Placing the Product in the Market: Pellicer Mfg. Corp.  Address: 718 Quirino Ave., Tambo Parañaque, Metro Manila  Country of Manufacture: Philippines	