



FDA ADVISORY  
No. **2017-214**

24 JUL 2017

**TO: GENERAL CONSUMING PUBLIC**

**SUBJECT: Public Health Warning Against the Use of Unnotified Cosmetic Products (Batch 51)**

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. **EQUATE® ULTRA SOOTHING BODY POWDER**
2. **OL'EO PURE NATURAL ORGANIC HAIR REGROWTH TREATMENT SHAMPOO**
3. **WEIDINA NATURAL MAINTAINS COLORANT ALMOND COLOR 6.45 DARK BROWN**
4. **VOV CRYSTAL POWDER CAKE NO. 8340**
5. **SUNBRIGHT SERIES ALL IN ONE LUSTRE HAIR REHABILITATION**
6. **TOV CH COLOR 3.5 BROWN BLACK**
7. **COLISI KERATIN STRAIGHTENING KERATIN PROFESSIONAL HAIR COLOR BROWN BLACK**
8. **PERFECT PURITY® UNSCENTED HAIR SPRAY MAXIMUM HOLD**
9. **PALMANIS HERBAL WHITENING SOAP WITH VCO**
10. **AICHUN BEAUTY® FACE LIFT SOAP SKIN WHITENING WITH NATURAL EXTRACTS**
11. **AZEE PURE HERBAL PAPAYA SOAP NATURAL SKIN WHITENER**
12. **VIVELLE™ HELLO KITTY ANTIBACTERIAL SOAP WHITENING AGENT + POMEGRANATE EXTRACT**
13. **GIB PAPAYA SOAP SKIN WHITENING**
14. **ESSENSA NATURALE ANTI-BACTERIAL HERBAL SOAP**
15. **INFINITA BALLEZZA ANTI-AGING GEL SPF 25**

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

DTN 20170615141015



## ANNEX

### Details on the Unnotified Cosmetic Products

PRODUCT NAME	PRODUCT DETAILS	PRODUCT IMAGE/S
<p><b>1 EQUATE® ULTRA SOOTHING BODY POWDER</b></p>	<p>Local Company Responsible for Placing the Product in the Market: Not Indicated</p> <p>Address: Not Indicated</p> <p>Country of Manufacture: Not Indicated</p>	
<p><b>2 OL'EO PURE NATURAL ORGANIC HAIR REGROWTH TREATMENT SHAMPOO</b></p>	<p>Local Company Responsible for Placing the Product in the Market: Seven Seas Cosmetic Products</p> <p>Address: P.O. Box 3057 Manila, Phil.</p> <p>Country of Manufacture: Not Indicated</p>	
<p><b>3 WEIDINA NATURAL MAINTAINS COLORANT ALMOND COLOR 6.45 DARK BROWN</b></p>	<p>Local Company Responsible for Placing the Product in the Market: Not Indicated</p> <p>Address: Not Indicated</p> <p>Country of Manufacture: Label is in Foreign Language</p>	
<p><b>4 VOV CRYSTAL POWDER CAKE NO. 8340</b></p>	<p>Local Company Responsible for Placing the Product in the Market: Not Indicated</p> <p>Address: Not Indicated</p> <p>Country of Manufacture: Not Indicated</p>	
<p><b>5 SUNBRIGHT SERIES ALL IN ONE LUSTRE HAIR REHABILITATION</b></p>	<p>Local Company Responsible for Placing the Product in the Market: Shawill Corporation Philippines</p> <p>Address: Unit 1402 Tytana Building Binondo Manila</p> <p>Country of Manufacture: People's Republic of China (P.R.C.)</p>	

PRODUCT NAME	PRODUCT DETAILS	PRODUCT IMAGE/S
<p>6 TOV CH COLOR 3.5 BROWN BLACK</p>	<p>Local Company Responsible for Placing the Product in the Market: Not Indicated</p> <p>Address: Not Indicated</p> <p>Country of Manufacture: Not Indicated</p>	
<p>7 COLISI KERATIN STRAIGHTENING KERATIN PROFESSIONAL HAIR COLOR BROWN BLACK</p>	<p>Local Company Responsible for Placing the Product in the Market: Xu Ri Trading</p> <p>Address: Not Indicated</p> <p>Country of Manufacture: Not Indicated</p>	
<p>8 PERFECT PURITY® UNSCENTED HAIR SPRAY MAXIMUM HOLD</p>	<p>Local Company Responsible for Placing the Product in the Market: Not Indicated</p> <p>Address: Not Indicated</p> <p>Country of Manufacture: China</p>	
<p>9 PALMANIS HERBAL WHITENING SOAP WITH VCO</p>	<p>Local Company Responsible for Placing the Product in the Market: Maniz Livelihood Assistance Programmed Inc.</p> <p>Address: 61 A. Mabini St., Puerto Princesa City, Palawan</p> <p>Country of Manufacture: Not Indicated</p>	
<p>10 AICHUN BEAUTY® FACE LIFT SOAP SKIN WHITENING WITH NATURAL EXTRACTS</p>	<p>Local Company Responsible for Placing the Product in the Market: Not Indicated</p> <p>Address: Not Indicated</p> <p>Country of Manufacture: People's Republic of China (P.R.C.)</p>	

PRODUCT NAME	PRODUCT DETAILS	PRODUCT IMAGE/S
<b>11 AZEE PURE HERBAL PAPAYA SOAP NATURAL SKIN WHITENER</b>	<p>Local Company Responsible for Placing the Product in the Market: JCF Soap Manufacturing / KNF Enterprises</p> <p>Address: Antipolo City, Philippines / Santiago City, Isabela, Philippines</p> <p>Country of Manufacture: Philippines</p>	
<b>12 VIVELLE™ HELLO KITTY ANTIBACTERIAL SOAP WHITENING AGENT + POMEGRANATE EXTRACT</b>	<p>Local Company Responsible for Placing the Product in the Market: Bhagi's International Trading Corp.</p> <p>Address: 2254 Kampri Bldg., Don Chino Roces Ave., Makati City, Philippines</p> <p>Country of Manufacture: Indonesia</p>	
<b>13 GIB PAPAYA SOAP SKIN WHITENING</b>	<p>Local Company Responsible for Placing the Product in the Market: Paramount Trading</p> <p>Address: Manila Philippines</p> <p>Country of Manufacture: Not Indicated</p>	
<b>14 ESSENSA NATURALE ANTI-BACTERIAL HERBAL SOAP</b>	<p>Local Company Responsible for Placing the Product in the Market: Essensa Naturale, Inc.</p> <p>Address: Unit 2H and 2J Quedsa Plaza Bldg., EDSA cor. Quezon Ave., Quezon City</p> <p>Country of Manufacture: Not Indicated</p>	
<b>15 INFINITA BALLEZZA ANTI-AGING GEL SPF 25</b>	<p>Local Company Responsible for Placing the Product in the Market: Not Indicated</p> <p>Address: Not Indicated</p> <p>Country of Manufacture: Not Indicated</p>	