



FDA ADVISORY
No. **2017-291**

30 OCT 2017

TO: GENERAL CONSUMING PUBLIC

SUBJECT: Public Health Warning Against the Use of Counterfeit Cosmetic Products (Batch 7)

The Food and Drug Administration (FDA) hereby advises the public against the purchase and use of **SAFEGUARD FAMILY GERM PROTECTION PURE WHITE 60G** with Batch/Lot number **50282043841 170618** whose pictures appear below:



Figure 1. Counterfeit Safeguard Family Germ Protection Pure White (Principal Display Panel)

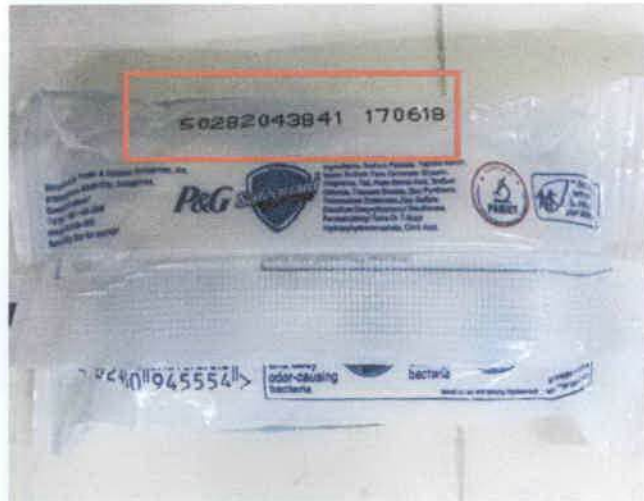


Figure 2. Counterfeit Safeguard Family Germ Protection Pure White (Back) with Highlight on the Batch/Lot Number

FDA, in coordination with the Market Authorization Holder (MAH), Procter & Gamble Philippines, Inc., has verified that Safeguard Family Germ Protection Pure White 60G products with this particular batch/lot number are **COUNTERFEIT**.

Counterfeit Safeguard Family Germ Protection Pure White 60G, unlike the authentic Safeguard products which have undergone safety assessment and quality assurance tests, poses health hazards to consumers for the reason that they have not gone through these same processes, thus, cannot be guaranteed to be safe, of quality and/or effective. The dangers/hazards of using counterfeit cosmetic products 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 which may result to adverse reactions including but not limited to skin sensitization, skin irritation, anaphylactic shock and organ failure.

In light of the above, the public is advised to be more cautious and only purchase from trusted supermarkets and retailers to help ensure that consumers buy the real Safeguard Family Germ Protection Pure White 60G products which have gone through the verification process of FDA.




All concerned establishments are warned not to distribute the above-identified counterfeit cosmetic product, 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 counterfeit cosmetic products are not sold or made available in their localities or areas of jurisdiction.

To report any suspicious and/or illegal activity involving counterfeit cosmetic products, the public may contact FDA through its online reporting facility, **eReport**, at www.fda.gov.ph/ereport, or send an e-mail to report@fda.gov.ph, or call the Center for Cosmetics Regulation and Research (CCRR) hotline **(02) 857-1900 local 8107 or 8113**.

For any other questions or concerns related to Safeguard Family Germ Protection Pure White 60G products, consumers may contact the MAH's customer hotline at **894-3955** (for Metro Manila) or **1800-1888-8008** (toll free for outside Metro Manila) from Monday to Friday, 9am to 6pm. Consumers may also send information on counterfeit Safeguard products including the name, location and details to counterfeitsph.im@pg.com.

Dissemination of the information to all concerned is requested


NELA CHARADE G. PUNO, RPh
Director General

DTN 20170925081941

