



13 FEB 2018

**FDA ADVISORY**  
No. **2018-038**

**TO: GENERAL CONSUMING PUBLIC**

**SUBJECT: Public Health Warning Against the Use of Cosmetic Products Containing Banned Ingredient/s (Batch 2)**

The Food and Drug Administration (FDA) advises the public against the purchase and use of the adulterated cosmetic product **ASHLEY SHINE EFFECT LIP STICK (165)** which tested positive for the presence of **RHODAMINE B**, ingredient that are not allowed to be part of a cosmetic as per Annex II Part 1 of the Asean Cosmetic Directive (refer to the image below for the product particulars/details):

**PRODUCT DETAILS**

**Manufactured by:**  
Guangdong Hengfang Biotechnology Co.,  
Ltd.

**Manufacturer's Address:**  
Hengfang Industrial Bldg., Huanmei Rd.  
Xiashan, Shantou, China

**Local Company Responsible for Placing  
the Product in the Market:**  
Shawill Corp. Philippines

**Address:**  
Unit 1402 Building, Binondo, Manila

**Country of Manufacture:**  
Not Indicated

**Lot/Batch Number: 160330A**  
**Manufacture/Expiry date: 2020.03**

**PRODUCT IMAGE/S**



Rhodamine B is a fluorescent dye used as a tracer in water and air flow studies, and in molecular and cell biology studies. It presents as a red to violet powder. It has been shown to be carcinogenic in mammalian models.

Accordingly, because these products are not compliant with the existing standards, consumers should be vigilant against their purchase and use. The use of these products can pose potential health hazards to the consuming public and may result to adverse reactions.

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, 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 violative 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) 857-1900 local 8113 or 8107.

Dissemination of the information to all concerned is requested.



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Director General

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