



05 MAR 2018

FDA ADVISORY
No. **2018-053**

TO: GENERAL CONSUMING PUBLIC

SUBJECT: Public Health Warning Against the Use of Counterfeit Cosmetic Products (Batch 3)

The Food and Drug Administration (FDA) hereby advises the public against the purchase and use of the following counterfeit cosmetic products whose particulars/details are provided below:

PRODUCT NAME	PRODUCT DETAILS	PRODUCT IMAGE/S
ETUDE HOUSE PLAY MASCARA LENGTH WATERPROOF (NO.603)	Local Company Responsible for Placing the Product in the Market: Not Indicated Address: Not Indicated Country of Manufacture: Not Indicated	
ETUDE HOUSE DEAR DARLING WATER GEL TINT (PK004)	Local Company Responsible for Placing the Product in the Market: Not Indicated Address: Not Indicated Country of Manufacture: Korea	

FDA, in coordination with the Market Authorization Holder (MAH), Rosa Fiore House Corp., has verified that the aforementioned cosmetic products with the above pictures are **COUNTERFEIT**.

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 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 the case of counterfeit eye products such as mascaras and eyeliners, adverse reactions may 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 cosmetic products. The public is further advised to only purchase from Etude House boutiques, which are the only legit retailers of Etude House cosmetic products, as confirmed by Rose Fiore House Corp., to ensure the authenticity of the cosmetic products. The public may contact Rose Fiore House Corp. through any of the following channels for more information on Etude House cosmetic products:

1. Website <https://www.etudehouse.ph>
2. Email cs@iagc.ph and/or regulatory@iagc.ph


Furthermore, 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.

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 the products are not sold or made available in their localities or areas of jurisdiction.

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

Dissemination of the information to all concerned is requested


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