






22 MAR 2018

FDA ADVISORY
No. **2018-096**

TO: GENERAL CONSUMING PUBLIC

SUBJECT: Public Health Warning Against the Use of Counterfeit Cosmetic Products (Batch 5)

The Food and Drug Administration (FDA) hereby advises the public against the purchase and use of **MENOW-PRO POWDERY MATTE KISS PROOF SOFT LIPSTICK (12)** whose particulars/details are provided below:

| PRODUCT DETAILS | PRODUCT IMAGE/S |
|--|---|
| Local Company Responsible for Placing the Product in the Market: Not Indicated |  |
| Address: Not Indicated |  |
| Country of Manufacture: Made in China |  |

FDA, in coordination with the Market Authorization Holder (MAH), Ever Bilena Cosmetics, Inc. (EBCI), has verified that the aforementioned cosmetic product is a **COUNTERFEIT**. According to the MAH, the company does not import nor distribute this product in the Philippine market.

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 light of the above, the public is advised to be vigilant against buying and using the aforementioned counterfeit cosmetic product. 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.

All concerned establishments are warned not to distribute the above-identified violative 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 the product is 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**.

For more information and inquiries regarding EBCI cosmetic products, consumers may contact the MAH through any of the following channels:

1. Website – <http://www.everbilena.com.ph>
2. Email – customercare@everbilena.com.ph

Dissemination of the information to all concerned is requested


NELA CHARADE G. PUNO, RPh
Director General

DTN 20180308091023

