



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



FDA ADVISORY

No. **2023-0087**

09 JAN 2023

TO: THE GENERAL PUBLIC

SUBJECT: Public Health Warning Against the Purchase and Use of the Falsified Cosmetic Product SHISEIDO PROFESSIONAL PRIMIENCE G9 as Reported in the ASEAN Post-Marketing Alert System (PMAS)

The Food and Drug Administration (FDA) warns the public from purchasing and using the falsified cosmetic product **SHISEIDO PROFESSIONAL PRIMIENCE G9** as reported in the ASEAN Post-Marketing Alert System (PMAS). According to the report, the product was tested and found that the percentage of the ingredient p-phenylenediamine was beyond the declared percentage noted in the notification. The table below indicates the particulars of the falsified cosmetic product/s:

| Product Details | Product Image/s |
|--|--|
| <p>Manufactured by/Local Company Responsible for Placing the Product in the Market: ADVANTEC CO., LTD</p> <p>Country of Manufacture: Japan</p> <p>Lot/Batch Number: 1357HS Manufacturing Date: 11/2021 Expiration Date: 11/2024</p> |  |

The aforementioned product has been tested by the Thailand, Food and Drug Administration, as part of their post-marketing surveillance activities and results of the laboratory analyses show that the aforementioned product is not compliant with the technical standards set forth by the ACD.

In light of the foregoing, the public is advised not to purchase the aforementioned violative cosmetic product. Always check if a product is notified with the FDA by using the FDA Verification Portal feature accessible at <https://verification.fda.gov.ph> which may be used by typing in the name of the product before the purchase and/or using the cosmetic products.

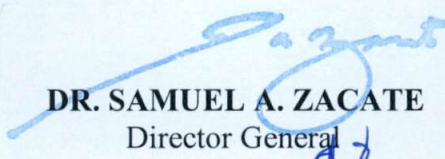


All concerned establishments are warned not to distribute violative cosmetic products.

All FDA Regional Field Offices and Regulatory Enforcement Units, in coordination with law enforcement agencies and Local Government Units, are requested to ensure that violative products are not sold or made available in the market or areas of their jurisdiction.

To report any sale, distribution, complaint and/or adverse event on the use of the violative cosmetic product, the online reporting facility, eReport can be accessed at ereport@fda.gov.ph, or call us at the Center for Cosmetics and Household/Urban Hazardous Substances Regulation and Research (CCHUHSRR) hotline **(02) 8857-1900 loc. 8113 or 8107**.

Dissemination of this advisory to all concerned is hereby requested.


DR. SAMUEL A. ZACATE
Director General

DTN: 20221201151447