

LISTS OF PERMISSIBLE CLAIMS FOR COSMETIC PREPARATION, ETC.

BFAD BUREAU MEMORANDUM NO. 21, S. 1995, September 25, 1995

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1. As a general rule, all labelling claims of cosmetic products shall be justified by substantial evidence and /or by the cosmetic formulation or preparation itself and consistent with the definition of Cosmetics provided for by R.A.7394 amending R.A. 3720.

2. Upon recommendation of the Labelling Committee of the Joint BFAD-Industry Study Group, in order to guide you in the evaluation of cosmetic labelling, the following lists of permissible and non-permissible claims are hereby provided.

I. Permissible Claims. Whenever the cosmetic formulation or preparation itself can support the action, benefit or advantage that may be described by the following words and phrases, these claims may be allowed:

- a. Hair Treatment
- b. Skin Treatment
- c. Nail Treatment
- d. Aromatherapy, Therapy
- e. Revitalize, Revitalizing
- f. Nourishes skin/Nourishing
- g. Makes hair healthy
- h. Lightening, whitening
- i. Restores elasticity

II. Permissible Claims That Will Require Technical Justification. Provided that appropriate technical evidence is submitted and approved by BFAD, the following words and/or phrases may be allowed:

- a. Hypoallergenic
- b. Clinically Tested,
- c. Mild, Extra Mild, Gentle
- d. Non-comedogenic
- e. Non-irritating, For sensitive skin
- f. Strengthens hair
- g. Prevents dandruff
- h. Penetrates deeply,

- i. Antibacterial
- j. Helps repair hair, split ends
- k. Helps increase and maintain cellular renewal process (as long as this refers to the cells of the stratum corneum of the skin only.)

III. Non-Permissible Claims. The following words and phrases shall not be allowed for cosmetic preparations:

- a. Anti-Aging
- b. Anti-Wrinkle
- c. Promotes skin breathing/aifows skin to breathe
- d. Rebuild epidermis
- e. Helps prevent formation of wrinkles
- f. Helps prevent and slow down aging process
- g. Helps increase oxygen in the skin
- h. Makes skin elastic
- i. Increase skin regenerative system
- j. Helps reshape the epidermis
- k. Antiseptic
- l. Anti-Acne
- m. Depigmenting /Skin bleaching
- n. Medicated
- o. Rejuvenating
- p. Slimming/Contouring
- q. Anti-cellufite
- r. Helps prevent stretch mark
- s. Peeling
- t. Removes, sheds off dead skin cells
- u. Relieves redness, itching and soreness of the skin

3. Words and phrases not included in the foregoing lists will be evaluated on the basis of the technical evidence that will be submitted to support the action, benefit or advantage that such words or phrases will describe.

4. The lists herein provided are a dynamic compilation and will be updated every last quarter of the year beginning 1996.

Adopted: 25 Sept. 1995

(SGD.) QUINTIN L. KINTANAR, M.D., PH.D., CESO I

Director

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