



FOR IMMEDIATE RELEASE

**HEALTH SCIENCES AUTHORITY
PRESS RELEASE
31 AUGUST 2015**

HSA ALERTS PUBLIC TO 'SHANTIQUE BELLAZA' COSMETIC PRODUCTS SOLD ONLINE AND FOUND TO CONTAIN POTENT PROHIBITED INGREDIENTS

The Health Sciences Authority (HSA) is alerting members of the public to 'Shantique Bellaza' products distributed by Shantique Bellaza Sdn Bhd, which were tested to contain undeclared potent ingredients prohibited in cosmetic skincare products, namely mercury and hydroquinone. These cosmetic products were distributed on online platforms and marketed as a skincare regimen, claiming to be 'safe', 'quality' products for skin whitening. They were detected through HSA's post marketing surveillance programme which includes testing marketed health products for quality and safety compliance.

2 Members of the public are advised to stop using the products immediately and discard the affected products. These products can cause unwanted skin pigmentation, and prolonged use can lead to serious adverse reactions affecting organs such as the kidney. The affected products are:

1. SB Facial Fuel Toner Mezzo
2. SB UV Pro Day Cream Mezzo
3. SB Rejuvenating Night Cream Mezzo

Please refer to **Annex A** for pictures of the products.

Safety Concerns

3 Mercury is prohibited for use as an ingredient in cosmetic products as it is regarded as a toxic substance. Mercury may cause rashes, skin irritation and blotchiness, and can be absorbed through the skin to cause numbness, dizziness, headaches and depression. Chronic exposure to high levels of mercury in cosmetic products may also affect the kidneys.

4 Hydroquinone is a potent ingredient used in western prescription medicines for the treatment of skin conditions, and is prohibited in cosmetic products for skincare. When used inappropriately without medical supervision, hydroquinone can cause changes in skin pigmentation or hypersensitivity reactions.

Consumer Advisory

5 Members of the public who have purchased or are using the products are advised to:

- Stop using the products and discard them. If you experience any adverse effects or are concerned about your health after using the affected products, please seek medical attention immediately.
- Exercise caution when purchasing health products, especially those that promise quick and miraculous results. The dangers of online purchasing include the lack of information on the sellers' location, the source of their products and the conditions under which the products were manufactured and stored. Products sold online could also potentially be counterfeits or adulterated with undeclared potent ingredients. If buying online, only buy health products from websites with an established retail presence in Singapore.

Members of the public are encouraged to visit www.healthdangers.sg to learn more about the dangers of buying illegal health products from dubious sources.

Sale and Supply of Illegal Products

6 It is an offence for any person to import, sell and supply an illegal health product. Anyone found guilty of an offence under the Health Products Act is liable to a fine of up to \$100,000 and/or imprisonment for a term of up to three years. HSA takes a serious view against those engaged in the sale and supply of illegal health products and will take strong enforcement action against such persons.

7 Members of the public who have any information that could help with the investigations may contact HSA's Enforcement Branch at Tel: 6866 3485 during office hours (Monday to Friday) or email: hsa_is@hsa.gov.sg. The public is also requested to report any other suspicious sales of illegal products to HSA at the same contact number/e-mail.

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About the Health Sciences Authority (HSA)

The Health Sciences Authority (HSA) applies medical, pharmaceutical and scientific expertise through its three professional groups, Health Products Regulation, Blood Services and Applied Sciences, to protect and advance national health and safety. HSA is a multidisciplinary authority. It serves as the national regulator for health products, ensuring they are wisely regulated to meet standards of safety, quality and efficacy. As the national blood service, it is responsible for providing a safe and adequate blood supply. It also applies specialised scientific, forensic, investigative and analytical capabilities in serving the administration of justice. For more details, visit <http://www.hsa.gov.sg/>.

For more updates on public health and safety matters, follow us on Twitter at www.twitter.com/HSAsg.

About HSA's Health Products Regulation Group

The Health Products Regulation Group (HPRG) of HSA ensures that drugs, innovative therapeutics, medical devices and health-related products are wisely regulated and meet appropriate safety, quality and efficacy standards. It contributes to the development of biomedical sciences in Singapore by administering a robust, scientific and responsive regulatory framework.

(III) SB REJUVENATING NIGHT CREAM



(IV) Combined Product Photo

