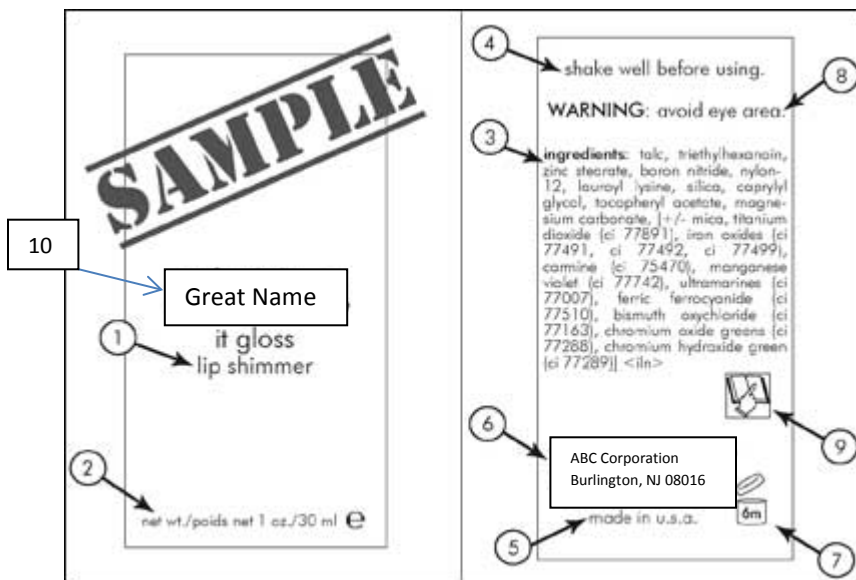


## FD&C COSMETIC REGULATIONS

Labeling Requirements		Outer Box		Inner Container	
		Front	Side	Front	Side
Brand Name		X		X	
Product Description (e.g. wrinkle cream) <b>in BOLD</b>		X			
Warnings <b>in BOLD</b>			X		X
Net Quantity of Contents – at bottom 30% of the PDP and Prominence and <b>in BOLD</b> (Pound and ounce required. May additionally be stated also in the metric system)		X			X
Direction of Safe Use			X		X
Street name, city, state and zip code of Business - manufacturer, packer or distributor. For US address and/or company website, street name can be omitted if business name is in telephone directories.			X		X
Ingredients Declaration – Declaration in descending order of predominance except flavor, fragrance, and trade secret ingredients Color Additive – Should be FDA approved names. C.I. (Color Index) numbers alone are not acceptable.			X		
Country of Origin			X		X
All of the above are translated into English		X	X	X	X
Font Size	Ingredients: 1/16", 1/32" (Labeling surface, less than 12 sq. in.)	X	X	X	X
	Net Contents: • 1/16" (PDP less than 5 sq. in.) • 1/8" (PDP 5-25 sq. in.) • 3/16" (PDP 25-100 sq. in.)	X	X	X	X
	Warning: 1/16"	X	X	X	X
	All Others: Reasonably related to panel size	X	X	X	X
Background Contrast - conspicuous and easily readable		X	X	X	X
Obscuring Designs, Vignettes: not obscured by vignettes or other designs		X	X	X	X
Exceptions					
The PDP of a "boudoir-type" or decorative cosmetic container and those containing 1/4 oz or less may be a tear-away tag or tape affixed to the container. It may also be the display panel of a card to which the immediate container is affixed					



Front (Principal Display Panel)

Side or back (Information Panel)

Label Explanation	
1	Product Description
2	Net Quantity
3	Ingredients Declaration
4	Direction of Safe Use
5	Country of Origin
6	Street name, city, state and zip code of Business
7	Expiration Date (option)
8	Warnings
9	Pamphlet for more information (option)
10	Brand Name

# FD&C COSMETIC REGULATIONS

## COSMETIC CLAIMS

REJECTED CLAIMS	ACCEPTABLE CLAIMS
<b>HAIR PRODUCTS</b>	
<ul style="list-style-type: none"> <li>• Makes your hair stronger</li> <li>• Control (eliminate) dandruff</li> <li>• Dandruff (anti-dandruff) shampoo (formula)</li> <li>• Prevent (stop) (cure) hair loss, hair thinning (baldness)</li> <li>• Replace thinning hair</li> <li>• Restore hair cells</li> <li>• Stimulate hair follicles (growth)</li> </ul>	<ul style="list-style-type: none"> <li>• Removes (washes) (cleans) loose dandruff (flakes) from the hair</li> <li>• Add body to (color) (alter shape of) hair</li> <li>• Help make hair look thicker (fuller)</li> <li>• Revitalize appearance (look) of hair, restore beauty (luster) (sheen) to the hair</li> <li>• Promote luster</li> </ul>
<b>CLEANSERS, SOAP (FOR SKIN)</b>	
<ul style="list-style-type: none"> <li>• Purify</li> <li>• Antibacterial (antimicrobial)</li> <li>• Antiseptic / disinfectant (fungicide) (germicide) (virucide)</li> <li>• Reference to disease-causing organisms, kills pathogens</li> <li>• Anti-blemish cream</li> <li>• Cleans cuts (wounds)</li> <li>• Helps control (treat) infection (jock itch)</li> </ul>	<ul style="list-style-type: none"> <li>• Helps eliminate odor caused by bacteria</li> <li>• Cleanse oily skin · removes top layer of dead skin</li> <li>• Cleans all types of skin (not just oily)</li> <li>• Cleans skin</li> <li>• Clarify, purity</li> </ul>
<b>SKIN MOISTURIZERS</b>	
<ul style="list-style-type: none"> <li>• Chapped skin</li> <li>• Feel (look) young (youthful)</li> <li>• Desensitize (makes less sensitive)</li> <li>• Reduce (prevent) irritation</li> <li>• Prevent (protect) damage (drying)</li> <li>• Relieves (soothes) itching (due to dry skin)</li> </ul>	<ul style="list-style-type: none"> <li>• Moisten (hydrate) (lubricate) (soften) skin dried (chapped) by the elements</li> <li>• Long lasting protection</li> <li>• Promotes elasticity (suppleness)</li> <li>• Cools skin</li> <li>• Desensitize razor-burned skin (e.g. aftershave lotion)</li> <li>• Relieves (soothes)(softens) skin (dry skin) (lips) chapped (dried) by wind (cold) (elements)</li> <li>• Soothes skin, makes skin feel fresher, smoother</li> <li>• Firms top layer of skin (temporary effect only)</li> </ul>
<b>GENERAL</b>	
TYPICAL MEDICINAL CLAIMS: Treat, Restore, Cure, Rejuvenate, Repair, Lift, Prevent, Fix	TYPICAL COSMETIC CLAIMS: Clean, Protect, Cover, Mask, Perfume, Help, Promote, Feeling, Appears
<ul style="list-style-type: none"> <li>• Reduce/remove/correct lines and wrinkles</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce the appearance of lines and wrinkles</li> <li>• Lines and wrinkles appear diminished</li> </ul>
<ul style="list-style-type: none"> <li>• Prevent/reduce ageing/premature ageing</li> </ul>	<ul style="list-style-type: none"> <li>• Helps prevent/reduce the signs of ageing/premature ageing</li> </ul>
<ul style="list-style-type: none"> <li>• Permanently fills in wrinkles/ long lasting wrinkle filler</li> </ul>	<ul style="list-style-type: none"> <li>• Filling effect or Fill/ fills in wrinkles</li> </ul>
<ul style="list-style-type: none"> <li>• Nourishes your skin</li> </ul>	<ul style="list-style-type: none"> <li>• Nourishes your skin by replacing lost moisture</li> <li>• Nurture (take care of)</li> </ul>
<ul style="list-style-type: none"> <li>• Increases elasticity/suppleness</li> </ul>	<ul style="list-style-type: none"> <li>• Promotes elasticity/suppleness</li> </ul>

## FD&C COSMETIC REGULATIONS

### COSMETIC CLAIMS

REJECTED CLAIMS	ACCEPTABLE CLAIMS
<b>GENERAL</b>	
<ul style="list-style-type: none"> <li>• Permanent/long lasting plumping/firming of the skin</li> </ul>	<ul style="list-style-type: none"> <li>• Firm/plump up your skin</li> </ul>
<ul style="list-style-type: none"> <li>• Anti-wrinkle/anti-ageing effect</li> </ul>	<ul style="list-style-type: none"> <li>• Anti-wrinkle/anti-ageing product</li> </ul>
<ul style="list-style-type: none"> <li>• See results within 3 days/2 weeks</li> </ul>	<ul style="list-style-type: none"> <li>• Instant results</li> </ul>
<ul style="list-style-type: none"> <li>• Long lasting results</li> </ul>	<ul style="list-style-type: none"> <li>• Benefits last with continued/regular use</li> </ul>
<ul style="list-style-type: none"> <li>• Lifting effect/ combats sagging skin</li> </ul>	<ul style="list-style-type: none"> <li>• Tightens and tones/ temporary lifting effect/tighten</li> </ul>
<ul style="list-style-type: none"> <li>• Treat/remove/reduce spots</li> </ul>	<ul style="list-style-type: none"> <li>• Cover up/conceal spots</li> </ul>
<ul style="list-style-type: none"> <li>• Removes/Reduces/Treats dark circles/puffiness</li> </ul>	<ul style="list-style-type: none"> <li>• Reduces the appearance of dark circles/puffiness</li> </ul>
<ul style="list-style-type: none"> <li>• Vitamins/antioxidants/peptides/ "exotic" ingredient reduce the appearance of lines and wrinkles</li> </ul>	<ul style="list-style-type: none"> <li>• Fortified with/containing vitamins/anti-oxidants/peptides, this product reduces the appearance of lines and wrinkles</li> </ul>
<ul style="list-style-type: none"> <li>• Effect continue after you've stopped using the product</li> </ul>	<ul style="list-style-type: none"> <li>• See results as long as you are using the product</li> </ul>
<ul style="list-style-type: none"> <li>• Healthy (healthy tan)</li> <li>• Promotes (restores) health</li> </ul>	<ul style="list-style-type: none"> <li>• Healthy looking (healthy glowing) appearance</li> <li>• Feels healthy</li> </ul>
<ul style="list-style-type: none"> <li>• Revitalize (skin) (scalp) (hair)</li> <li>• Rejuvenate, revitalize living tissue (e.g. hair follicles), living cells</li> </ul>	<ul style="list-style-type: none"> <li>• Moisturize the skin so that complexion looks radiant</li> <li>• Revitalize the appearance (the look) of skin, hair, scalp, face</li> </ul>