

**[BFD BUREAU MEMORANDUM NO. 21, S. 1995,
September 25, 1995]**

**LISTS OF PERMISSIBLE CLAIMS FOR COSMETIC PREPARATION,
ETC.**

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