eISSN: 2231-0541 CAS CODEN: PHARN8 An ELSEVIER Covered Journal

PHARMANEST

An International Journal of Advances in Pharmaceutical Sciences

Volume 4 | Issue 6 | November-December 2013 | Pages 1661-1674

Review Article

REGULATION OF COSMETICS AND ITS ADVERTISEMENTS IN INDIA WITH AN OVERVIEW OF US REGULATIONS

[a]DEEPTHI V, [b]SUDHEER MOORKOTH*

[a]Department of Advanced Pharmaceutical Sciences, Manipal University, Manipal-576104.Karnataka, India
[b]Department of Pharmaceutical Quality Assurance, Manipal College of Pharmaceutical Sciences, Manipal University, Manipal-576104. Karnataka, India

Author for Correspondence: sudheermoorkoth@gmail.com

Received: 21-09-2013 Revised: 03-10-2013

Accepted: 27-10-2013 Available online: 01-11-2013

ABSTRACT

Cosmetic products are the subjects for regulatory controls in all the markets in order to ensure safety of these products and to avoid adverse impacts on the health of the users. Media advertising is an important means for a cosmetic seller to awaken interest in his products. There are different regulatory bodies worldwide having their own regulations to ensure safety of the cosmetic products and to control advertisements. European Union (EU) andthe United States of America (US) constitute the major cosmetics market. The Cosmetics market in India is growing at 15-20% annually, twice as fast as that of the United States and the European market. A regulation that can ensure safety of the consumers is the need of the day in this scenario. The regulations which impact directly on the manufacture and sale of cosmetic products include definitionof cosmetic, licensing, labeling, safety substantiation, stability studies and legal authority. This studyanalyses the current cosmetics regulations put forward by the Drugs and Cosmetics rules and various advertisements regulation concerning cosmetics in India. An overview of United States (US) regulations concerning cosmetics also is provided to analyse the differences in regulations and to propose the need for harmonisation of regulations concerning cosmetics globally.

Key words: Cosmetics, Labelling, Regulations, India, US, Licensing, Safety.

INTRODUCTION

Cosmetics are substances used to enhance the beauty and appearance. There is a very large role that the cosmetics play in creating self-esteem and confidence in individuals. “For the most part, what a woman observes in the mirror is what she uses as a measure of her worth as a human being”[1].The majority of research on women and their self-esteem have historically been related to how they feel about their body shape and size[2]. However, not much attention has been given to a particular action women can take to improve their self-confidence – applying cosmetics. Cosmetic products such as foundation, mascara, and blush are a quick and impermanent means to improving one’s appearance and thus improving confidence[3]. Cosmetics are a quick means of improvement versus more long-term, arduous changes such as diet and exercise. Global Beauty Market is an extraordinary, fascinating area of global consumption which in the last two decades has been witness to dramatic changes, reflecting the various economic, social and cultural transformations taking place at different parts of the modern, global world. The Global Beauty Market is usually divided into five main business segments: skincare, hair-care, color (make-up), fragrances and toiletries. The major consumers of cosmetics are North America, Latin America, Asia-Pacific and Western Europe. The present century has witnessed a significant growth of the cosmetic market in the BRICS (Brazil, Russia, India, China, South Africa) countries. In 2010 these BRICS countries contributed 21% of the global industry and their share is to increase to 25% of the total market value in 2015. During the period from 1998 to 2010 total cosmetics sales (beauty and personal care products) more than doubled: from 166.1 billion USD to 382.3 billion USD[4].

It is very clear that the cosmetic market which was previously confined to the European and American countries are now expanding in a big way including the developing countries like India. In this scenario the cosmetics manufacturers should work towards creating safe and elegant products that help consumers to look and feel their best with their sophisticated research and development infrastructure. To ensure the safety of cosmetic products, different countries employ various measures. Thecosmetics regulations put forward by the authorities protect the consumer by ensuring safe ingredients and thus safeproducts.The categorization of these products sometimes differs in various markets. Examples of different categorization of products are illustrated in Table1.The regulation of products categorized as cosmeticsis broadly similar between the major markets. This includesfull responsibility of the manufacturer for the safety of products, in-market surveillance by regulatory authorities, no requirements for pre-market registration, no restrictions on sales

channels, Good Manufacturing Practice (GMP) guidelines (non-legislative, which may differ between countries) specifically developed for cosmetics and regulatory focus on product safety (rather than efficacy)[5].It should be noted that regulations applying to drugs are not specifically adapted to the needs of cosmetics, as they have been developed for products with therapeutic properties. These regulations are more time-consuming and expensive for manufacturers to meet, and less flexible.

Table.1.Categorisation of products in various countries

Product type	EU	US	India	Canada
Hair dye	Cosmetic	Cosmetic	Cosmetic	Cosmetic
Lip stick	Cosmetic	Cosmetic	Cosmetic	Cosmetic
Sunscreen	Cosmetic (subject to positive list)	OTC drug	Cosmetic	Non-prescription drug
Soap for hand	Cosmetic	Cosmetic	Cosmetic	Cosmetic
Anti-ance lotion	Medical product	Cosmetic	Non-prescription drug	Non-prescription drug
Anti-caries tooth paste	Cosmetic	OTC drug	Non-prescription drug	Non-prescription drug
Anti-perspirant	Cosmetic	Cosmetic	Cosmetic	Cosmetic

REGULATIONS FOR COSMETICS IN INDIA

Cosmetics market is one of the fastest growing retail segments in India, and the booming Indian cosmetics market offers promising opportunities for the US brands. The Indian cosmetic market, which was traditionally a stronghold of a few major players like Lakme and Ponds, has seen a lot of foreign entrants to the market within the last two decades. India allows entry of imported cosmetics without any restrictions. India's import of cosmetics and beauty products and intermediate raw materials such as essential oils is currently around $400 million. Manufacturing, distribution and sale of cosmetic products in India are regulated by provisions under Drug and cosmetics Act 1940 and the rules 1945 thereunder[6]. Around 61% of the dermatological market in India consists of skin lightening products. The Drugs and Cosmetic Act (1940) regulates the import, manufacture and sale of cosmetics.

Definition of cosmetic: As per the D&C Act and rules there under, a cosmetics defined as "any article intended to be poured, sprinkled, rubbed or spread on or introduced into or applied to human body or any part thereof for beautifying, cleansing, altering the appearance and promoting attractiveness and includes any article intended to be used in cosmetics.

Registration and Licensing procedure: The application for license to manufacture and sale shall be made for up to ten items of cosmetics of each category categorized in Schedule M-II to the licensing authority appointed by the State Government in Form 31 and shall be accompanied by a license fee of rupees two thousand and five hundred and an inspection fee of rupees one thousand for every inspection. For the renewal of license after expiry but within six months of such expiry, there is a fee of rupees two thousand five hundred plus an additional fee at the rate of rupees four hundred per month in addition to an inspection fee of rupees one thousand. Application by a licensee to manufacture additional items of cosmetics shall be accompanied by a fee of rupees one hundred for each item subject to a maximum of rupees three thousand for each application. If a person applies for the renewal of a loan license after the expiry but within six months of such expiry, the fee payable for the renewal of such a license shall be rupees two thousand and five hundred plus an additional fee at the rate of rupees four hundred for each month or part thereof. The registration certificate once issued will be valid for a period of 3 years from the date of its issue and the application for fresh registration certificate shall be made 6 months prior to expiry date. In case if the manufacturer fails to comply with any condition of Registration Certificate and the license authority thus give the manufacturer the opportunity to show the cause and on receipt, the central government may provide the manufacturer the opportunity of being heard pass orders.

Import of cosmetics: The cosmetic that is imported shall comply with Schedule S and Schedule Q or any other standard of safety, applicable to it and other provisions under the rules and it shall be meeting the standards of respective country of origin. All consignments of cosmetics sought to be imported shall be accompanied by an invoice or statement showing the name and quantities of each article of cosmetic included in the consignment and the name and address of the manufacturer. Before any cosmetics are imported, a declaration signed by or on behalf of the manufacturer or on behalf of the importer that the cosmetics comply with the provisions of Chapter III of the Act, shall be supplied to the collector of Customs. If the officer appointed at the port of entry by the Central Government has reason to believe that any cosmetic contravenes any of the provisions of the Act or the rules made thereunder he may take sample of the cosmetic from the consignment for inspection. If on examination of the sample

any defects are noticed, the officer shall advise the Collector of Customs for further action to be taken. If the suspected contravention of the provisions of the Act or the rules is such as may have to be determined by test, the officer shall send the sample to the laboratory established for the purpose for performing such tests. The consignment of the said cosmetic shall be detained till such time that the test report on such sample is received from the Director of the said laboratory or any other officer of the laboratory empowered by him in this behalf with the approval of the Central Government[7,8].

Labeling of cosmetics: Finished cosmetics should be labeled in a manner laid down under rule 148 of D&C Act (special provision relating to labeling hair dye containing coal tar and tooth paste containing fluoride's are given under rules 149 & 149A).As per the provisions of the rule, cosmetics should carry on both sides of the label name of the cosmetic and the name of principle place of manufacturing (instead of manufacturing address). On the outer label a declaration of net content expressed in terms of weight for solids, fluid measure for liquid, weight for semi solid combined with numerical count if substance is sub divided should be provided. The inner label should contain adequate directions for use, any warning, caution or special direction required to be observed by the costumer and statement of name & quantities. There should be a distinct batch number present on the container. Figures representing batch number being preceded by letter "M" provided that this clause shall not apply any cosmetic containing 10gm or less if cosmetic is in solid or semisolid state or 25ml or less if cosmetics is in liquid state. When package of cosmetic has only one label such label shall contain information required to be shown on both inner and outer labels`[10].The label shall include registration number and address of the registration certificate holder for marketing the said product in India.

Safety regulations: The Drug and Cosmetic Act 1940 regulate the cosmetics manufactured or imported and ensure the safety of the consumer. The testing of cosmetic is to be done in laboratories approved by the central government. If the safety is suspected, the officer shall send the sample to the laboratory established for the purpose for performing such tests. Such suspected cosmetic product shall be detained till such time that the test report on such sample is received from the Director of the said laboratory. Any Cosmetic product violating the standards as specified by the Act are considered as misbranded one. According to recent reports, India is planning to ban animal testing of cosmetics[9].In India; there is no fixation of maximum sun protection factor (SPF) value. Natural and ayurvedic or herbal products with higher SPFs have emerged. The existing regulation of cosmetic products does not require

disclosure of composition of the ingredients and there is no guideline for the claims[10].

Advertisement claims: The Indian cosmetic Industry has witnessed a rapid growth in sales in the last couple of decades. It is growing at an average rate of almost 20% annually. The range of cosmetic products has increased tremendously. This increase is attributed to the increased awareness of Indian people about their appearances, their purchasing power and also the advertisements and its alluring claims. With the introduction of satellite television and internet, the average Indian consumer is constantly bombarded with advertisements and information on new cosmetic products which often translates into the desire to purchase them. Now-a-days, these advertisements and claims of cosmetics are major issue globally. The legislation to control these advertisements and claims are weak and not in the interest of the consumers in India[11].As per the drugs and cosmetics act, it is made mandatory to produce any report of test or analysis for advertising any claims for cosmetic in India. For long, advertisements were regulated by the courts, government, tribunals, or police that depended upon the nature of each case. Additionally, absence of a single comprehensive legislation created a lot of confusion in terms of a proper code to follow by the industry and the authority to regulate or guide the pattern of advertising. In 1985, the Advertising Standards Council of India ("ASCI"), a non- statutory tribunal, was established that created a self-regulatory mechanism of ensuring ethical advertising practices. ASCI entertained and disposed-off complaints based on its Code of Advertising Practice ("ASCI Code"). On certain occasions, however, the ASCI orders were set aside by the courts as ASCI being a voluntary association was considered usurping the jurisdiction of courts when it passed orders against non-members. Gradually, the ASCI Code received huge recognition from the advertising industry. The warnings issued by ASCI to the advertisers against the misleading advertisements were gradually being accepted by the advertisers and the advertisements were actually stopped being aired or were modified significantly to comply with the prescribed ASCI Code. Nonetheless, the ever increasing role of ASCI in regulating advertising practices in India was felt by the government too and in August 2006, the ASCI Code was made compulsory for TV advertisements. The Rules were also amended as follows "No advertisement which violates the Code for Self-Regulation in Advertising, as adopted by the ASCI, Mumbai for public exhibition in India, from time to time, shall be carried in the cable service." This move has provided a binding effect on the ASCI Code[12]. The Table 2 provides some examples of the products, the complaints against them and the legal verdict. In most of the cases presented in the table, no public apology or intimation was made by any of these companies post action by the

consumer court. Most advertisements were just quietly withdrawn. The consumer however is none the wiser. The consumer still believes these claims.

Table.2.Some examples of products, claims and the legal verdicts

Product	Claims	Verdict
VLCC Shape up Anti-Cellulite Gel & Oil	Reduces flab & firms skin. Beautiful arms & legs in just 14 days	Claim not substantiated. Advertisement was withdrawn
Olay Total Effects	"India's best Anti-Ageing Cream"	Claim was not substantiated adequately and is a mere attempt to mislead the consumers. Ad withdrawn
Fair &Lovely Multivitamin fairness cream	Claim 1: "Fair & Lovely haianya international creams se behtar", is misleading. Claim 2: "Aur consumers' ne isechuna 100 mein se 99 baar", is ambiguous, confusing and in fact misleading. This leads to an impression that the consumer was given a variety of creams to choose from and out of which he opted for Fair & Lovely	Claims were misleading as it conveys to the consumers that Fair & Lovely is better than all the other competing brands in the market. Advertiser informed that the ad has been withdrawn and off the air since 1st August 2008.
Ponds Flawless White	"Only the Ponds Flawless White cream can make your skin flawless white within 7 days of usage", is highly exaggerated and unsubstantiated and has the potential of misleading the gullible consumers	Claim is misleading by exaggeration. TV campaign discontinued since 30th April 08. Advertiser assured appropriat e modification of the Ad
Pond's Age Miracle Cream	"Can your cream do this in just 7 days? Take up Pond's Age Miracle 7 day's challenge. If in 7 days you don't start looking young, then you will get your money back"	The claim is false and misleading the consumers and is directly denigrating and discrediting the efficacy of the similar products available in the market place. Claim was not supported by a comparative data with other leading creams, and was not substantiated. Advertiser informed that the Ad was aired from 1st September 2007 to 23rd December 2007, and the same is no longer on air.

COSMETIC REGULATIONS IN THE US

In the US, cosmetics are regulated by Federal Food, Drug and Cosmetic Act[13]. Food and Drug Administration (FDA) holds the responsibility to oversee the compliance with these regulations.

Registration Process as per FDA

As opposed to drugs, cosmetic products do not require verifiable, mandatory compliance before they can be marketed. Manufacturers, packers, and distributors of cosmetic products that are in commercial distribution in the United States use the Voluntary Cosmetic Registration Program (VCRP). No fees are required to participate in this voluntary program. The VCRP applies only to cosmetic products being sold directly to consumers whereas it does not apply to cosmetic products for professional use only, such as products used in beauty salons, spas, or skin care clinics. It is also not applicable to products that are not for sale (Title 21, Code of Federal Regulations (CFR), Part 710.9), such as hotel samples, free gifts, or cosmetic products. The VCRP assists FDA in carrying out the responsibility to regulate cosmetics.VCRP provide FDA with the best information available about cosmetic products and its ingredients, their frequency of use, their manufacture and distribution. The manufacturer, packer, or distributor should file a statement known as Cosmetic Product Ingredient Statements (CPIS) for each product the firm has entered into commercial distribution in the United States[14].

Good Manufacturing Practice (GMP) requirements for cosmetics

GMP plays a vital role in the manufacturing of cosmetics. GMP is an important factor in helping to assure that cosmetic products are neither adulterated nor misbranded. There are no specific GMP requirements regulations set forth specific for cosmetics. As per FDA the manufacturers should follow all the GMP requirements as for the drug products. Failure to follow GMP requirements will result in an adulterated cosmetic. Buildings used in the manufacture or storage of cosmetics must be of suitable size, design and construction to permit unobstructed placement of equipment, orderly storage of materials, sanitary operation, and proper cleaning and maintenance. Equipment and utensils used in processing, holding, transferring and filling must be of appropriate design, material and workmanship to prevent corrosion, build-up of material, or adulteration with lubricants, dirt or sanitizing agent. The personnel supervising or performing the manufacture or control of cosmetics has the education, training and/or experience to perform the assigned functions. Raw materials and primary packaging materials are stored and handled in a manner which prevents their mix-up, contamination with microorganisms or other chemicals, or decomposition from exposure to excessive heat, cold, sunlight or moisture. Manufacturing and control has to be established and written instructions, i.e., formulations, processing, transfer and filling instructions, in-process control methods etc., are to be maintained and has to estimate whether such procedures require that: The equipment for processing,

transfer and filling the utensils and the containers for holding raw and bulk materials are clean and in sanitary condition. Laboratory controls should be there in place for raw materials, in-process samples and for finished products. These are to be tested or examined to verify their identity and determine their compliance with specifications for physical and chemical properties, microbial contamination, and hazardous or other unwanted chemical contaminants[15].

Labelling regulations

The regulations for labeling of cosmetics in United States are controlled by FDA under the authority of the Federal Food, Drug, and Cosmetic Act (FD&C Act) and the Fair Packaging and Labeling Act (FP&L Act). The label statements required under the authority of the FD&C Act must appear on the inside as well as on the outside container or wrapper.FDA neither approves nor rejects the cosmetic product labeling. The manufacturer and/or distributor must ensure that products are labelled properly. Failure to comply with labelling requirements results in a misbranded product. If a product is an over-the-counter (OTC) drug as well as a cosmetic, its labelling must comply with the regulations for both OTC drug and cosmetic ingredient labelling [21 CFR 701.3(d)]. The drug ingredients must appear according to the OTC drug labelling requirements and the cosmetic ingredients must appear separately, in the order of decreasing predominance. The part of the label most likely displayed or examined under customary conditions of display for sale is known as Principal Display panel (PDP). The panel other than PDP that can accommodate label information where the consumer is likely to see it is known as "information panel" (IP). The information that must appear on the IP include name and place of business, distributor statement, material facts, warning and caution statements, ingredients, an identity statement and an accurate statement of the net quantity of contents.

All required labelling information must be in English. When a different language is predominant in a particular territory such as Puerto Rico, it can be in that language. The name of the product, any name or illustration, the nature or use of the product, an accurate statement of the net quantity of contents of the cosmetic etc., should be in that language. Cosmetics which may be hazardous to consumers when misused must bear appropriate label warnings and adequate directions for safe use[11]. Aerosol products, feminine deodorant sprays, and children's bubble bath products are examples of products requiring such statements. FD&C Act does not require that cosmetic manufacturers or marketers test their products for safety, but manufacturers must conduct toxicological or other tests as appropriate to substantiate the safety of their cosmetics. All color additives used in cosmetics (or any other FDA-regulated product) must be approved by the FDA. All color additives

must meet the requirements for identity and specifications stated in the Code of Federal Regulations (CFR). Color additives may be used only for the intended uses stated in the regulations that pertain to them[16, 17].

Safety regulations

The FD&C Act does not require that cosmetic manufacturers or marketers test their products for safety, whereas it is the manufacturer's responsibility to conduct whatever toxicological or other tests as appropriate to substantiate the safety of their cosmetics. If the safety is not adequately substantiated, it is considered misbranded and may be subjected to regulatory actions unless the label bears the warning "The safety of this product has not been determined".FDA monitors the safety of cosmetic products that are being marketed and acts on products that are established to be harmful to consumers when used as intended. FDA can inspect manufacturing facilities to determine if proper controls and practices are being followed.FDA periodically buys cosmetics and analyses them, especially if aware of a potential problem. Cosmetic Ingredient Review (CIR) expert panel meets quarterly to assess the safety of cosmetic ingredient. FDA takes the results of CIR reviews into consideration when evaluating safety, but the results of FDA safety assessments may differ from those of CIR. Customers can report any bad reaction to a cosmetic to FDA's problem-reporting program, Med Watch on the Web. FDA also conducts research on cosmetic products and ingredients to address safety concerns or to provide information to support regulatory actions or guidance[18, 19, 20].

Packaging

Liquid oral hygiene products (e.g., mouthwashes, fresheners) and all cosmetic vaginal products (e.g., douches, tablets) must be packaged in tamper-resistant packages when sold at retail. A package is considered tamper resistant if it has an indicator or barrier to entry (e.g., shrink or tape seal, sealed carton, tube or pouch, aerosol container) which, if breached or missing, alerts a consumer that tampering has occurred. The indicator must be distinctive by design (breakable cap, blister) or appearance (logo, vignette, other illustration) to preclude substitution. The tamper-resistant feature may involve the immediate or outer container or both. The package must also bear a prominently placed statement alerting the consumer to the tamper-resistant feature. This statement must remain unaffected if the tamper-resistant feature is breached or missing[21].

Recent amendments in regulations

Cosmetics and personal products act of 2013 introduced on March 21, 2013 is designed to give the US FDA to ensure that personal care products are free of harmful ingredients and are fully disclosed. It seeks to amend Chapter VI of the Food, Drug and Cosmetic Act, by adding a subchapter on the regulation of cosmetics which concerns adulterated and misbranded cosmetics. It

amends the Federal Food, Drug, and Cosmetic Act in such a way that it require 1) Annual registration of any establishment engaged in packaging, manufacturing, or distributing cosmetics 2) Payment of fees to provide for oversight and enforcement of cosmetics regulations, 3) Require labeling of ingredients and disclosure of information and 4) Adverse event reporting. The Act requires the Secretary to establish a list of prohibited or restricted ingredients and a list of ingredients that are safe without limits for use in cosmetics and establish minimum data requirements and test protocols to be used by manufacturers to assess the safety of cosmetic ingredients. The Act also sets forth provisions related to nanotechnology in the formulation of cosmetics, voluntary and mandatory recall of cosmetics and alternatives to animal testing. The Act establishes the "Interagency Council on Cosmetic Safety" to share data and promote collaboration on cosmetic safety among federal agencies. A cosmetic that fails to meet the requirements set forth by this act is deemed to be adulterated. A cosmetic that fails to meet the labeling requirements under this act is deemed to be misbranded [22].

SUMMARY

The present work has compared the similarities and differences in regulations, labelling aspects and safety issues of USFDA regulations on cosmetics with that of regulations of Drugs and Cosmetics Act of CDSCO, India. These regulations have a direct impact on the manufacture and sale of cosmetic products. Major similarities and differences in regulation, labelling and safety aspects are summarized in Table 3.

Table.3.Similarities and differences in regulations of cosmetics between India and US

Contents	 **India**	 **USA**
Authority	CDSCO	FDA
Rules and Regulations	Drug and Cosmetic Act	Food, Drug and Cosmetic Act
Pre-market approval (Notification of products)	Required under state government Licensing (Time consuming)	Not required
In-market control by authorities	Yes	Yes
Freedom to use distribution channels	Yes	Yes
INCI Labelling of Requirement	Yes, but no direction is given in the D&C Act and Rules regarding the nomenclature of Colouring agents.	Yes, Labeling should specify the list of ingredients

Quantity Labelling	Metric system only	Both Metric and Non-Metric systems are used
Identity of producer/importer in the label	Name and Address of Principle site of Manufacture	Yes, Non US address accepted
Expiry Date	Indicate as "Use Before Date"	No Date Required
GMP	Reference in Schedule M-II in D&C Act	Industry guidelines (voluntary)
Data on product safety and efficacy	Proven upon the interest of regulatory authorities.	Control is undertaken by FDA/FTC and other Authorities. If the manufacturer does not have data to prove the safety of this product, the compulsory warning "The safety of this product has not been determined" must appear on packaging.
Colour additives for eye area Cosmetics	Not banned	Very few permitted
Hair colors	Permitted	Permitted
Bleaching product	Permitted	Banned
Post Marketing Reporting System	No post marketing reporting system	Yes. Voluntary Cosmetic Registration Program and MedWatch
Advertisement	Drugs and magic remedies Act Regulated by Advertising Standards Council of India (ASCI) Indian Society of Advertisers (ISA) and Drug controller general of India (DCGI)	Regulated Under 201 section food, drug and cosmetic act and National Advertising Division of the Better Business Bureau (NAD)

CONCLUSION

The manufacture and sale of cosmetic products are regulated by different governmental entities around the world. There may be differences in regulatory systems worldwide but they have a common goal of ensuring that cosmetic products are safe and properly labeled. In the industrialized countries these regulations have evolved to the point where they are rather extensive. Stringent regulations exist in the United States of America to regulate the use of cosmetic products. The Indian cosmetic industry also is matured enough and responsible to the quality and safety of its products. The cosmetic regulations in India are complex and time consuming for pre marketing approval. There are some regulatory features common to all the countries such as full responsibility of the manufacturer for safety of the product, in-market surveillance by regulatory authorities and no restrictions on sales channels. There are many differences in regulations between

countries such as 1) India requiring a pre-market approval for sale 2) Expression of expiry date, 3) Placement of name and site of manufacture, 4) Non requirement of safety data etc. Variations in regulations between countries affect safety assessments of cosmetic products and there is a need for harmonized regulation globally for ensuring consumers safety and availability of various cosmetics. At present, there are numerous regulations monitoring the display of obscene and misleading advertisements in India. However, it is not uncommon to see various advertisements which are patently false and misleading promoting dubious products and making unsubstantiated claims. In reality, most of these ads are ignored by the consumers and go unnoticed by the statutory bodies. So, in order to enforce the advertisement regulations for cosmetics the need of the hour is whenever an advertisement breaches public confidence, the regulators should take immediate action against the violators.

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