

ANNEX I Part 3

NON-PERMISSIBLE CLAIMS FOR COSMETICS PRODUCTS

Cosmetic products should not make claims that are regarded as medicinal in nature.

This list is not an exclusive or exhaustive listing.

The examples in the table should be used as a guide. However, it is prudent for applicant to seek legal or expert advice to ensure that the proposed claims are not in breach of existing Acts or Regulations.

Subject	Non-Permissible Claims for Cosmetic Products
Active Ingredient	medicinal (therapeutic) ingredients
Ageing	♦ eliminate age spots ♦ de-pigmentation ♦ bleaching of the skin ♦ eliminate aging ♦ eliminate aging process ♦ stop aging ♦ stop aging process ♦ reverse aging ♦ reverse aging process ♦ prevent aging ♦ prevent aging process
Astringent	♦ removes toxins
Acne, pimple, blackheads, comedones	♦ stop acne ♦ heal acne ♦ prevent acne ♦ stop pimple ♦ heal pimple ♦ prevent pimple ♦ stop blackhead ♦ heal blackhead ♦ prevent blackhead ♦ stop comedone ♦ heal comedone ♦ prevent comedone
Contour creams	♦ weight loss

	• removal of cellulite • removes fat • reduce swelling (oedema) • control swelling (oedema)
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Dentifrice	♦ abscess ♦ antiseptic action ♦ gumboil ♦ gingivitis ♦ inflammation of gums ♦ mouth ulcers ♦ periodontitis ♦ pyorrhoea ♦ periodontal disease ♦ sensitivity ♦ stomatitis ♦ thrush
Hair	♦ eliminate dandruff ♦ control dandruff ♦ eliminate seborrheic dermatitis ♦ alopecia ♦ stop hair loss ♦ cure hair loss ♦ stop baldness ♦ cure baldness ♦ replace hair ♦ restore hair cells
Healthy	♦ restores health (refers to general health)
Mouthwash	♦ antiviral ♦ antiseptic ♦ germicide ♦ kills pathogens ♦ antibacterial ♦ antimicrobial
Nails	♦ growth
Perfumes (fragrances, colognes, toilet water)	♦ any implication of hormonal attraction
Relax	♦ relax muscles (muscle relaxant)
Skin-(Cleansers, Soap)	♦ antibacterial ♦ antimicrobial ♦ antiseptic ♦ disinfectant ♦ germicide ♦ fungicide ♦ virucide ♦ kills pathogens ♦ heal cuts

	♦ heal wounds ♦ treat infection ♦ treat jock itch
Skin - (Facial Peels)	♦ remove scars ♦ remove permanent markings
Skin - (Moisturisers)	♦ numbing ♦ pain ♦ analgesic effect ♦ abrasions ♦ bites ♦ insect bites ♦ cuts ♦ nicks ♦ inflamed skin ♦ rashes
Sun, suntan products, after-sun treatments, sun protection, tanning accelerators	♦ reference to allowing you to stay out in the sun x times longer
Therapy, treatment	♦ reference to disease control (treatment) (healing) ♦ medicated (therapeutic) ♦ treatment for infections (burns)
Vitamins	♦ any reference to the therapeutic effects of vitamins
Wrinkles	♦ eliminate wrinkles ♦ stop wrinkles ♦ reverse wrinkles ♦ prevent wrinkles
Anti-perspiration	♦ stop sweating ♦ eliminate sweating ♦ stop perpiration ♦ eliminate perpiration