

Press Release

A) Drugs Control Administration, Telangana busted the unlicensed manufacturing of cosmetics at Jiyaguda, Hyderabad.

A firm named Nagris Herbs manufactured cosmetics, including **Mehendi Cones (Henna Paste)** and **Henna Powder**, under brand names such as 'Pakeezah Gold Mehendi Cone,' 'Pakeezah Art Henna,' 'Pakeezah Fast Art Henna – Instant Cone,' and 'Pakeezah Purified Henna (Mehendi) Powder,' without a cosmetic license.

B) In separate events, the Drugs Control Administration, Telangana, seized 'Jadi Buti Nourishing Hair Oil' in Mahbubnagar for making misleading advertisements claiming it treats 'epilepsy' and 'anxiety'.

Additionally, **'Bellacare Syrup'** was seized in **Jadcherla** for making **misleading advertisements** that it treats 'Dysfunctional Uterine Bleeding', 'Menstrual irregularities', and 'Unexplained female infertility'.

A) Busting of unlicensed manufacturing of cosmetics at Jiyaguda, Hyderabad:

The details are as follows:

Drugs Control Administration, Telangana officials, acting on gathered intelligence, raided an unlicensed manufacturing facility named **Nagris Herbs** located at 13-3-755/A/1, L.N. Nagar, Jiyaguda, Hyderabad on the 6th and 7th of

March. During the operation, they detected unlicensed manufacturing of cosmetics including 'Mehendi (Henna) Cones' and 'Henna Powder'.

Cosmetics can only be manufactured under a 'Cosmetics Licence' issued by the Drugs Control Administration, Telangana, in premises equipped with facilities complying with Good Manufacturing Practices and other requirements for cosmetics manufacturing, adhering to the standards set forth by the Bureau of Indian Standards (BIS).

Further investigation will be conducted, and appropriate action will be taken in accordance with the law against all the offenders involved.

The cosmetics 'Mehendi Cones' must conform to the Indian Standards for Cosmetics laid down by the Bureau of Indian Standards (BIS) IS 17318:2020, while 'Henna (Mehendi) Powder' shall adhere to BIS Standard IS 11142:2023. Synthetic dyes such as 'Picramic Acid' are prohibited from being added to Henna as per BIS standards.

During the raid, DCA officials seized large quantities of cosmetics, including Mehendi Cones (Henna Paste) and Henna Powder, manufactured under brand names such as 'Pakeezah Gold Mehendi Cone,' 'Pakeezah Art Henna,' 'Pakeezah Fast Art Henna – Instant Cone,' and 'Pakeezah Purified Henna (Mehendi) Powder,' from Nagari Abhishek, the proprietor of Nagris Herbs. The total worth of the seized stocks was **Rs. 50,000/-**.

DCA officers also collected samples for testing during the raid, particularly for the presence of 'Picramic Acid,' a synthetic dye prohibited for use in henna cones. Further investigation will be conducted, and appropriate legal action will be taken against all offenders in accordance with the law.

Assistant Directors Sri. P. Ramu, Sri. T. Rajamouli and Drugs Inspectors Sri. P. Santosh, Sri. C. Vivekananda Reddy, Sri. V. Ajay, and Sri. Ch. Karthik Siva Chaitanya were among the officers who carried out the raid.

Cosmetics manufactured at unlicensed facilities may not meet the quality standards prescribed by BIS, and these products may pose serious implications for public health.

Cosmetic items lacking details of a 'License' on the label suggest they have been produced at unlicensed facilities, potentially containing ingredients harmful to public health.

Photographs of the cosmetics seized at Nagris Herbs, Jiyaguda, Hyderabad



B) Seizures conducted at Mahbubnagar and Jadcherla for making misleading advertisements:

The details are as follows:

Officials from the Drugs Control Administration, Mahbubnagar Zone, conducted raids on the 6th and 7th of March, during which they detected 'Jadi Buti Nourishing Hair Oil' being circulated in the market with misleading claims on its labels, stating that it treats 'epilepsy' and 'anxiety'. Similarly, 'Bellacare Syrup' was found to have misleading claims on its labels, suggesting it treats 'Dysfunctional Uterine Bleeding', 'Menstrual irregularities', and 'Unexplained female infertility'. Such claims are in violation of the **Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954**.

The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, prohibits the advertisement of certain drugs for the treatment of specific diseases and disorders. It mandates that no person shall participate in the publication of advertisements related to the diseases or disorders indicated under the Act.

During the raids, officials from the Drugs Control Administration, Mahbubnagar Zone, detected 'Jadi Buti Nourishing Hair Oil' manufactured by FA Beauty Pvt. Ltd, Nagpur, Maharashtra, India. The label of the product bears a misleading claim stating that it treats 'epilepsy' and 'anxiety'.

Additionally, they detected 'Bellacare Syrup', an ayurvedic medicine, manufactured by Space Organics, HSIIDC, Indl. Estate, Rai-131029, Haryana, and marketed by Zerico Lifesciences Private Ltd., Building No. 9, Solitaire II, Poonam garden, Mira road East, Mumbai-401107, Maharashtra. The label of

the product bears a misleading claim stating that it treats Dysfunctional uterine bleeding, Menstrual irregularities, and Unexplained female infertility.

The said products were detected by DCA officials at GVR agencies, Mahabubnagar, and Chandra Medical and General stores, Jadcherla. Stocks of these products, with a total worth of **Rs. 20,556/-**, were seized during the raid.

Advertisement of products for the treatment of 'epilepsy', 'anxiety', 'Disorders of menstrual flow', and 'Diseases and disorders of the uterus' is prohibited under the **Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954**.

Sri. B. Dinesh Kumar, Assistant Director, Mahbubnagar, Smt. Sk. Rabiya, Drugs Inspector, Mahbubnagar, Sri. Mohd. Rafhi, Drugs Inspector, Jadcherla, Sri. G. Ravikiran, Drugs Inspector, Nagarkurnool, Sri. A.N. Kranthi Kumar, Drugs Inspector, Narayanpet, and Smt. A. Rashmi, Drugs Inspector, Wanaparthy are among the officers who carried out the raid.

Further investigation shall be carried out and action shall be taken as per the law against all the offenders.

Persons who engage in making misleading advertisements regarding drugs for the treatment of certain diseases and disorders are punishable under the **Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954. The punishment may include imprisonment for a term that can extend to six months, or a fine, or both.**

Photographs of the product seized for making misleading advertisement





The public may report any complaints regarding illegal activities concerning medicines through the **Drugs Control Administration, Telangana Toll-Free Number 1800-599-6969**, which is operational from 10:30 am to 5:00 pm on all working days.

Date: 07-03-2024

V.B. KAMALASAN REDDY, IPS
DIRECTOR GENERAL

Photograph of Seizure carried out at Nagris Herbs, Jiyaguda, Hyderabad for unlicensed manufacturing of cosmetics



Photographs of Seizures conducted at Mahbubnagar and Jadcherla due to misleading advertisements on the labels of products




