



Engaging Online Platforms in Enforcing Restricted Product Policies for Mercury-added Cosmetics



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பாவனையாளர் அலுவல்கள் அதிகாரசபை
CONSUMER AFFAIRS AUTHORITY

**Mercury
Policy Project**



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Consumer Affairs Authority



Agenda



- 18h00 Welcome – *Moderator, Elena Lymberidi-Settimo, EEB*
- 18h05 Engaging Online Platforms in Enforcing
Restricted Product Policies for Mercury-added Skin Lighteners
Michael Bender, ZMWG
- 18h20 The Power of Citizen Enforcement: Restricting Mercury
in Consumer Products, *Rachel Doughty, Greenfire Law, PC*
- 18h35 Controlling and preventing online sale of mercury
added SLPs in Sri Lanka,
Ms. Samantha Karunarathne, Sri Lanka CAA
- 18h50 QA
- 19h00 End



Engaging Online Platforms in Enforcing Prohibited Product Policies for Mercury-added Skin Lighteners

Minamata Convention Pre-COP-6 Webinar
16 October 2025

Michael Bender, Mercury Policy Project

Elena Lymberidi-Settimo, European Environmental Bureau

International Co-coordinators Zero Mercury Working Group
UNEP GMP Products Area co-leads

**Mercury
Policy Project**



THE ZERO MERCURY WORKING GROUP



- ZMWG is a coalition of over 110 public interest NGOs from more than 55 countries
- Supports the Minamata Convention, goal to reduce global Hg exposure
- Celebrates 20th anniversary this year



Overview



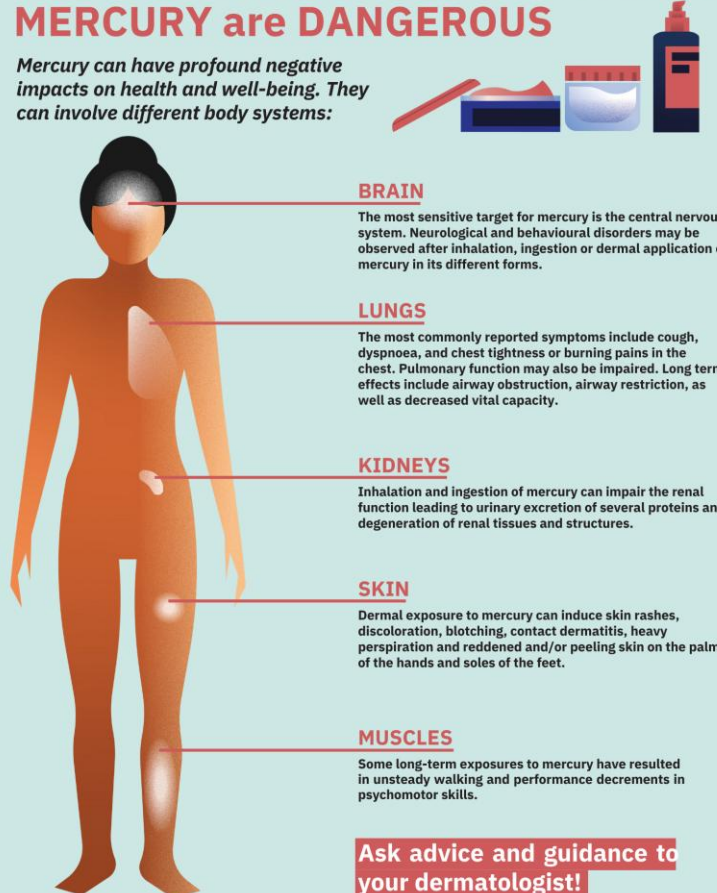
- Background: Health risks to millions globally from mercury added skin lightening product (Hg/SLPs)
- Evidence gathered by ZMWG via sampling platforms
- Contract work for the World Health Organization on GEF project on eliminating Hg/SLP
- Engaging online platforms in voluntary pledge agreements to block Hg/SLPs sales offerings
- Case study examples of legislation, legal actions & settlements
- Summary

Background: Exposure Risks from Toxic Skin Lighteners

- 2023 systematic review indicated 2/3 of SLP users had mercury levels **exceeding 6 times the background levels found in 2018**
- **Global Mercury Assessment**
- Scientists don't know extent Hg/SLPs contribute to global mercury burden but use is significant.
- ***“There are tens, if not hundreds, of millions of people who use these products,”*** according to the review's senior author.

Skin lightening products containing MERCURY are DANGEROUS

Mercury can have profound negative impacts on health and well-being. They can involve different body systems:



BRAIN
The most sensitive target for mercury is the central nervous system. Neurological and behavioural disorders may be observed after inhalation, ingestion or dermal application of mercury in its different forms.

LUNGS
The most commonly reported symptoms include cough, dyspnoea, and chest tightness or burning pains in the chest. Pulmonary function may also be impaired. Long term effects include airway obstruction, airway restriction, as well as decreased vital capacity.

KIDNEYS
Inhalation and ingestion of mercury can impair the renal function leading to urinary excretion of several proteins and degeneration of renal tissues and structures.

SKIN
Dermal exposure to mercury can induce skin rashes, discoloration, blotching, contact dermatitis, heavy perspiration and reddened and/or peeling skin on the palms of the hands and soles of the feet.

MUSCLES
Some long-term exposures to mercury have resulted in unsteady walking and performance decrements in psychomotor skills.

Ask advice and guidance to your dermatologist!

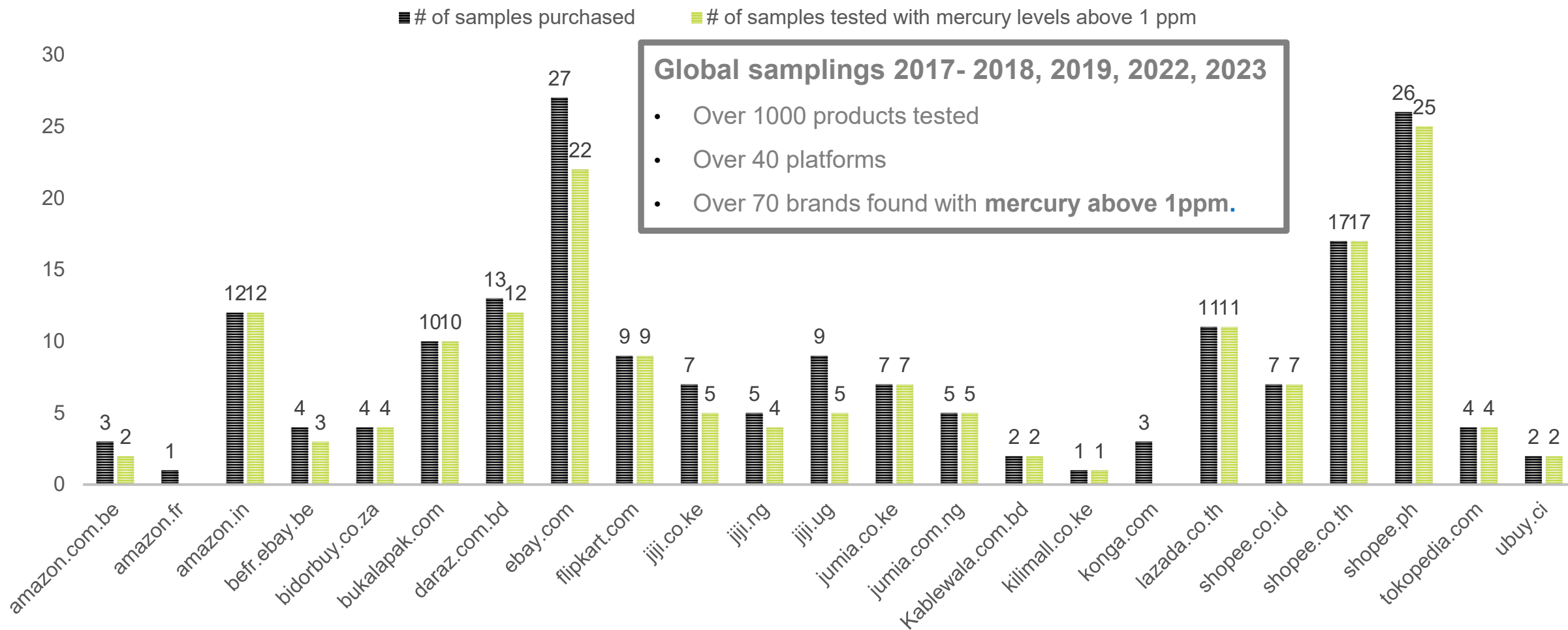
This document has been produced with the financial contribution of the Swedish International Development Co-operation Agency (SIDA) through the Swedish Quality for Action Cooperation (SQAC), the AQF-MER, EQ through UNF and the LIFE project of the European Union. The views herein shall not necessarily be taken to reflect the official opinion of the donors.

EEB European Environment Bureau | European Union | **zeroHg** | Mercury Policy Project | Naturgy | ACHEM | A.S.



- Preliminary estimates indicate that Pakistan contributes 17% of global production of Hg/SLPs
- 22.5 tons mercury compounds are used in production, based on sales of units and concentration in each unit
- Assuming Pakistan represents about 20% of global Hg/SLPs, we conservatively estimate:
- **66 million Hg/SLPs annually sold containing 112.5 metric tons of mercury compounds**

ZMWG Summary of Sampling Online Platforms Globally



Investigating Online Sales of Hg/SLPs

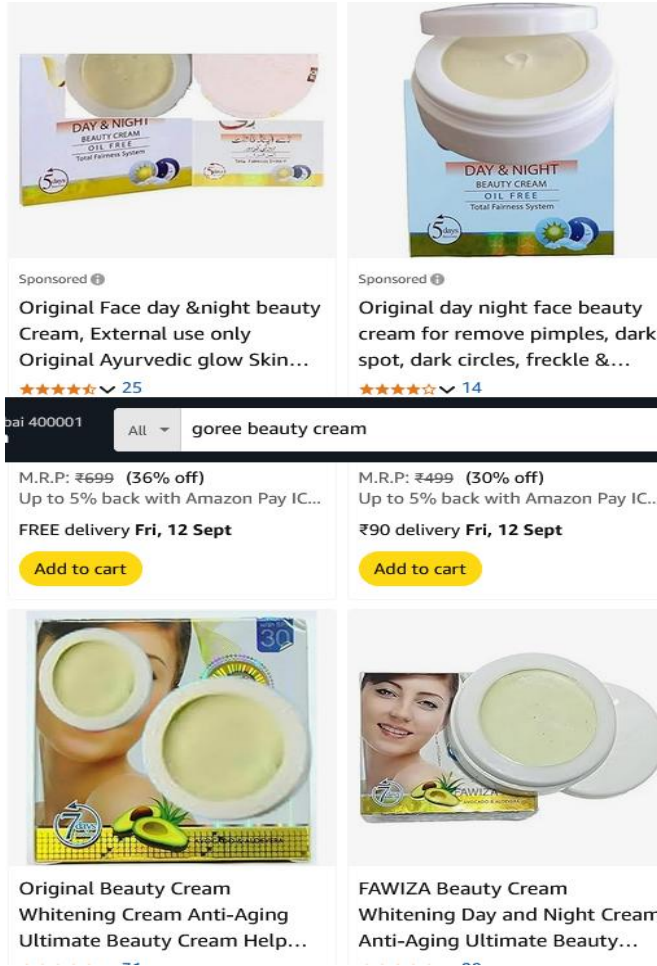


Image Source:
Amazon.in

Under the GEF project on *Eliminating Mercury-added Skin Lightening Products*, EEB/ZMWG was contracted by the World Health Organization to address online marketing of Hg/SLPs in the three project countries;- Gabon, Jamaica, and Sri Lanka, including:

- Understanding the magnitude and proportion of online SLP sales
- Providing information on controlling online sales of Hg/SLPs
- Assisting countries in engaging online marketplaces in enforcing prohibited product policies
- Most of our follow up work after the contract period ended, involved assisting the Sri Lanka Consumer Affairs Authority, which will be covered in a later presentation



Mercury
Policy Project



EEB
European
Environmental
Bureau

zero
mercury working group

Product Safety Pledges Address Most All Prohibited Products



- Most online platforms have prohibited product policies, but **need government oversight, reporting to facilitate effective ‘self policing’**
- Product safety pledges (PSPs) are designed to do that and are in place in the EU Member States, Australia, Korea, Canada, Japan, UAE and India
- **PSP signatories include many online platforms:** AliExpress, Amazon, eBay, Wish, Allegro, bol.com, Cdiscount, EMAG, Etsy, Joom, Rakuten, MyDeal.com.au, Temu, Ajo, JioMart, Netmed, BigBasket, Tata Cliq, Tata 1mg, Zomato, Ola, noon, Lulu, Sharaf DG, Jacky’s, Al-Futtaim Group (including Ikea and Ace Hardware), Eros, Nikai, Samsung
- **The OECD has developed guidance and stresses the importance of consistency to facilitate platform engagement**

Model Online Platform's Voluntary Pledge Agreement on Safety of Cosmetic Sold Online (Draft)

- Conduct market surveillance & monitor restricted cosmetic products listings
- Provide contact point empowered to act promptly on notifications (“notices”)
- Remove restricted SLPs within two business days upon notice
- Provide information to Third Party Sellers on prohibited products, including Hg/SLPs
- Prevent reappearance of prohibited products
- Allow onboard access by authorities to interface via web-crawling tools to identify restricted cosmetics



Signatories report every six months:

- Total number of restricted cosmetic product listings removed; and
- Actions taken against Third Party Sellers violating policies

Case Study: Jan. 2025 California Attorney General, Citizen Enforcers Settlement with Amazon on Sale of Mercury-added SLPs

- Bans sales of SLPs subject to regulations, recalls, etc.
- Third Party Sellers must have SLPs tested for mercury and other substances prior to offering for sale
- Required compliance: label verification; good manufacturing practice certificate; facility registration and product listing
- Amazon Central Third-Party Seller Update for SLPs includes additional requirements



Case Study: Sept. 2025 Lawsuit Notice Against Walmart

- Notice filed by Mercury Policy Project **under California Prop 65 for failure to warn**
- The [California health department warns consumers](#) to avoid all three creams; US FDA warns consumers about “La Tia Mana”
- “Nunn Care” is of concern given that Minnesota and [Texas](#) health departments **have documented cases of poisoning from it**
- In the [Minnesota case](#), the victim indicated that she **purchased Nunn Care creams from both Walmart and Amazon**
- Walmart was previously [notified in November 2022 by the State of Minnesota](#) of Nunn Care’s mercury content
- Since notice was sent, Walmart.com has removed all 3 SLPs



Minnesota Also Warned Amazon in 2022, Yet Sales of Nunn Care With High Mercury Levels Persist in 2025



520 Lafayette Road North | St. Paul, Minnesota 55155-4194 |
800-657-3864 | Use your preferred relay service | info.pca@s

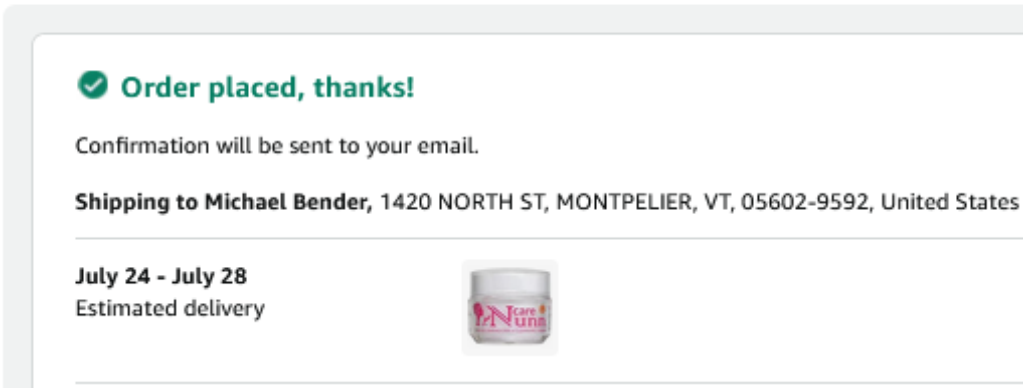
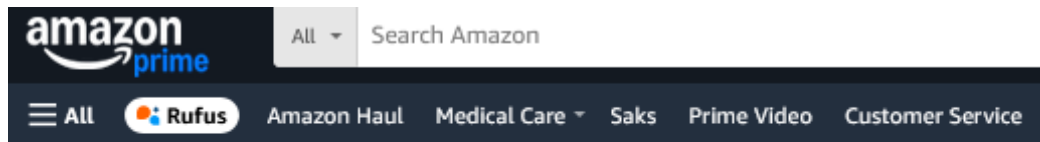
November 2, 2022

SENT VIA EMAIL

Benjamin Langner, Corporate Counsel
Amazon, Inc.

➤ Letter to Amazon: November 2022

Date purchased	Sold by/ fulfilled by	Item name in listing	Amazon search number	ASIN	Amazon Invoice #	Mercury conc. by lab
1/3/2020	Beauty Experts 6/ same	Authentic Crema Nunn Care Limpiadora Mexican Version by Alebrije Imports Inc	1578069218	B07YR5S8K3	114-6391596-8009068	Not tested same seller and EAN as 2 other products
1/3/2020	Beauty Experts 6/ same	Crema Nunn Care	1578069218	B07LC7V4MF	114-6391596-8009068	8600 ppm
1/3/2020	Inatural/ Amazon, Lex, KY	Crema Nunn Care by Naturistar	1578069218	B07GL2JK6F	114-2554179-8249840	8200 ppm
1/3/2020	Beauty Experts 6/ same	Crema Nunn Care by Milagros imports	1578069218	B07C1DXTPX	114-6391596-8009068	6400 ppm
11/18/2021	Beauty Expert Inc/ same	Nunn Care - Crema Limpiadora - Cleansing Cream, 1 Ounce (Pack	1633621998	B096T6QFMP	114-3102711-3587434	4800 ppm

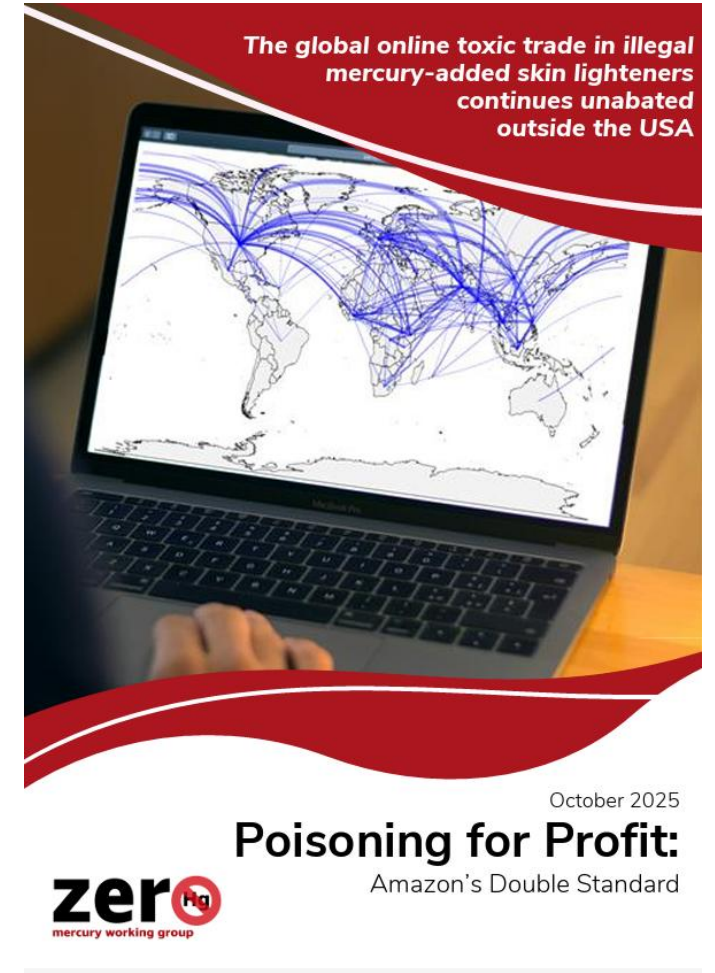


- Amazon Purchase-- July 2025;
- Lab test results: mercury levels @ 3400 ppm



Amazon's 2025 Toxic Trade in Mercury-added SLPs Continues, Particularly in the Global South

- Suspect SLPs from Amazon websites around the globe were sampled by ZMWG partners
- 31 creams purchased, 25 SLPs with mercury
- Besides Nunn Care, few Hg/SLPs on U.S. website due to imposed Amazon settlement
- However, Amazon's websites in Mexico, UAE, and India still offering many high mercury SLPs
- Outside the US, Amazon continues to poison for profit particularly in Global South



Case Study: Oct. 2025 New York Attorney General's Order

- NY AG investigation began with NGO briefing, followed by investigation, market surveillance, sampling of SLPs
- Lab tests revealed three NY companies were selling SLPs from Pakistan with mercury levels up to 30,000 times greater than the legal limit under state law (2022)
- Companies were ordered to stop selling skin-lightening creams containing unlawful levels of mercury.



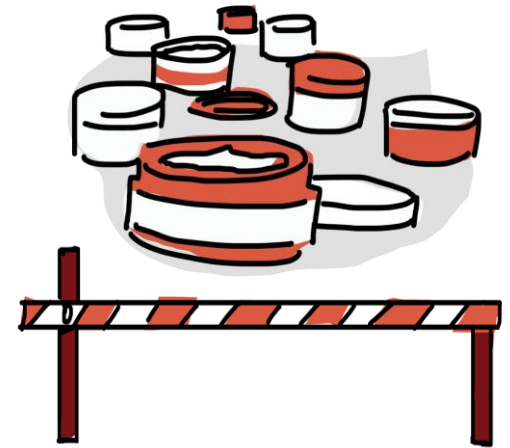
Case Study: Class action lawsuit requirements to address exposure to Hg/SLPs



- Numerosity: Legal counsel must first establish that the class of victims is too numerous to bring individual lawsuits
- Commonality: Thousands, if not million have been exposed to mercury and other hazardous ingredients and suffered the same harm at the hands of the defendant
- Typicality: Class members are all similar and plaintiffs were affected by defendant's negligence in same way.
- Adequacy of Representation: the named plaintiffs and their counsel will be representative of the entire class.

Summary

- Important to recognize that with limited government resources, effective self policing by online platforms is the optimal approach
- Most online marketplaces have prohibited product policies, but are often failing to enforce bans
- When contacted by authorities, online marketplaces are generally receptive and cooperative
- Legislation, legal actions and Hg/SLP detention lists are helpful in leveraging platforms to enforce prohibited product policies
- Pledges, legal settlements, orders all include platforms enforcing Hg/SLP bans, with governments holding them accountable



Thank you!



For more information: <https://www.zeromercury.org/mercury-added-skin-lightening-creams-campaign/>

The Power of Citizen Enforcement: Restricting Mercury in Consumer Products

Rachel S. Doughty, Esq.

Founder and Shareholder

Greenfire Law, PC



GREENFIRE
LAW, PC

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The Issue

Despite international and domestic prohibitions of mercury in the manufacture and sale of consumer products such as cosmetics, many containing harmful amounts of mercury continue to be manufactured and sold worldwide.¹

These cosmetics are readily available in the U.S. through online marketplaces.²

The continued availability of these cosmetics in the U.S. has largely been attributed to:

- **Lack of Resources:** “Chronic underfunding” of regulatory agencies resulting in diminished enforcement capacity.³
- **Outdated Laws:** Failing to adequately regulate online marketplaces or keep pace with the development of new chemicals.⁴



Federal Regulation of Toxic Chemicals in Cosmetics

The U.S. Food, Drug, and Cosmetics Act (“FD&C”) authorizes the Federal Food and Drug Administration (“FDA”) to regulate chemicals in foods, drugs, cosmetics, and medical devices.⁵

The FDA prohibits or restricts **only 11** chemicals in cosmetics.

- Prohibits the manufacture and sale of cosmetics containing mercury in amounts greater than 1 ppm.⁶

The FD&C **does not** have a “citizen suit” provision, leaving enforcement of the prohibition of cosmetics containing mercury to the agency.



California Regulation of Toxic Chemicals: “Sherman Act”

The California Sherman Food, Drug, and Cosmetics Law (“Sherman Act”) regulates the safety and quality of food, drugs, and cosmetics sold in the state.

The California Sherman Act **prohibits** the manufacturing, sale, or delivering of **any cosmetic that is adulterated**.⁷ The Act defines adulterated as “contains any poisonous or deleterious substance that may render it injurious to users.”⁸

The Act does not include a “citizen suit” provision, but violators of the Act can be sued under California’s Unfair Competition Law (“UCL”) which prohibits “unlawful” business practices.

In the recent *Davidson v. Sprout Foods, Inc.*, the 9th Circuit Court of Appeals held that citizens could sue under the Sherman Act because it was not preempted by the FD&C.⁹

California Regulation of Toxic Chemicals: “Prop 65”

The California Safe Drinking Water and Toxic Enforcement Act (“Proposition 65” or “Prop. 65”), **prohibits** the “**knowing and intentional**” exposure to carcinogens or reproductive toxins without **providing a warning** during the “**course of business.**”¹²

This law was enacted through ballot-initiative, voted for by **62%** of California residents.

Prop. 65 provides that **any person** can bring enforcement action “in the public interest” to prevent the sale of products containing toxins with no warning.¹³



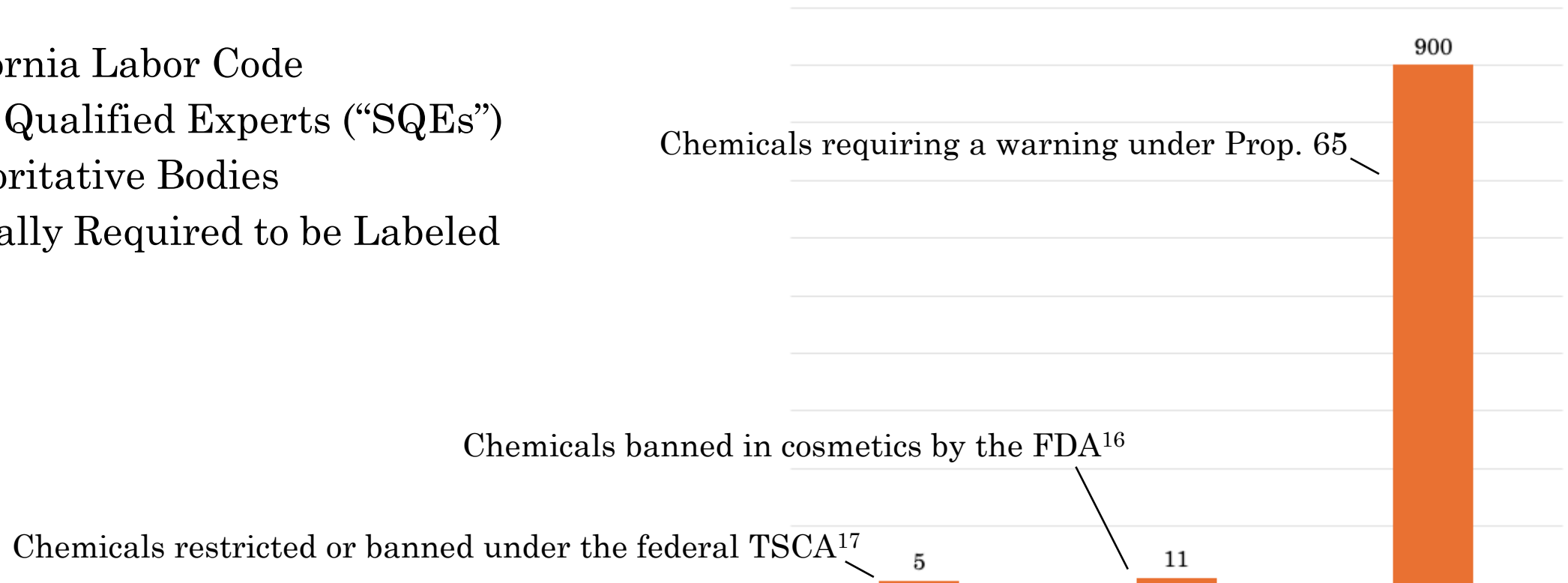
The California Office of Environmental Health Hazard Assessment (“OEHHA”) has the duty to maintain the Prop. 65 list of chemicals, which now includes approximately 900 substances.¹⁴

Mercury was listed as a reproductive toxin in 1990.

Prop. 65 Listed Chemicals

OEHHA adds chemicals to the Prop. 65 list through four ways:¹⁵

1. California Labor Code
2. State Qualified Experts (“SQEs”)
3. Authoritative Bodies
4. Formally Required to be Labeled



The Prop. 65 Model for Regulation of Toxic Chemicals

1. Inclusive Language: Allows adaptation to rapidly changing modes of commerce.

- “exposure”
- “course of business”

2. Regulatory Oversight by California Attorney General: Prevents frivolous claims.

3. Burden Shifts to the Defendant: Once an exposure is identified, the burden shifts to the defendant to prove no harm



Prop. 65 Effectiveness

Prop. 65 has been effective at protecting consumers by supplementing the enforcement capacity of government agencies with “**citizen enforcement**,” prompting retailers and manufacturers to **reformulate products** and **avoid** use of listed chemicals altogether.¹⁸

A 2025 study found that 81% of manufacturers interviewed avoid Prop. 65 listed chemicals when formulating products or making purchases from raw material suppliers.¹⁹

A company interviewed for the study stated the Prop. 65 works as “*a fairly clear signal*” for “*which chemicals we should avoid in our formulations.*”

A 2024 study found the warning requirement of Prop. 65 increased regulatory attention and public awareness of Prop 65-listed chemicals, “*prompting changes in product formulations nationwide.*”²⁰

A Case Study: *Lee v. Amazon.com Inc.*

Lee v. Amazon.com, Inc. , 76 Cal. App. 5th 200, 210 (2022)

Our clients identified eleven skin-lightening or skin-whitening creams sold on Amazon with mercury concentrations of up to 21,000 ppm—over **20,000 times** the international and domestic regulatory limit.



The European Union’s Rapid Alert System listed alerts in 2013. The California Department of Public Health (CDPH) found mercury in another one of the creams and issued a health-risk warning in 2014.

Despite these warnings, public agencies had **failed to take action** against Amazon for years, and the products remained available without warning of mercury content.



A Case Study: *Lee v. Amazon.com Inc.*

Lee v. Amazon.com, Inc. , 76 Cal. App. 5th 200, 210 (2022)

In May of 2014, our clients brought an action under Prop. 65.

In January of 2019, the trial court ruled for Amazon, finding that it was immune from liability as an “internet service provider” under the **U.S. Communications Decency Act** and that our client had failed to prove that Amazon had actual knowledge the creams contained mercury.

In March of 2022, we appealed to the California District Court of Appeals who ruled in our favor.



Impacts of *Lee v. Amazon*

Lee v. Amazon.com, Inc. , 76 Cal. App. 5th 200, 210 (2022)

1. **Constructive Knowledge:** Evidence of **constructive knowledge** met the “knowing and intentional” element of Prop. 65.²¹
 - Prevents companies from intentionally avoiding information, such as public health risk warnings/alerts, to evade liability.
 - Serves the protective purposes of Prop. 65.



Impacts of *Lee v. Amazon*

Lee v. Amazon.com, Inc., 76 Cal. App. 5th 200 (2022)

2. Independent Obligation under Prop. 65: That Amazon is required under Prop. 65 to provide warnings for products containing Prop. 65 listed chemicals.²²

- Important precedent that online marketplaces facilitating third-party sales on their websites have an **independent obligation under Prop. 65 to warn consumers about toxic chemicals in products.**
 - **Internet cannot be a “lawless no-man’s-land.”**²³
- Helps “plug the leak” of dangerous products entering the U.S. marketplace through online sales.
- Makes clear that large, international corporations cannot escape liability by delegating compliance with health and safety laws to tiny third party sellers.



Impacts of *Lee v. Amazon*

Lee v. Amazon.com, Inc., 76 Cal. App. 5th 200, 210 (2022)

3. Enforcement of Settlement: After the ruling, **Amazon settled**. In the settlement, Amazon agreed to:

- Prevent sales of SLPs in California >1 ppm of mercury, and
- Notify consumers who buy the creams that leak in.
- Pay a penalty for each unit sold.
- Be considered to have knowledge of mercury content of products if:
 - The EU through RAPEX, California Department of Public Health, or FDA issues a public health alert;
 - Test results are provided by private enforcers;
 - The product has a Prop. 65 warning; OR
 - The product lists mercury as an ingredient.
- Pay penalties and fund monitoring and consumer education.



Lessons for Policy Makers & Advocates

1. Flexible language to describe commerce
2. Citizen enforcement
3. Government oversight
4. Constructive knowledge
5. Burden shifting
6. Efficient listing mechanisms



A Team Effort!

Our legal success was the result of strong collaborations!



Filed an amicus brief highlighting the dangers of skin lighting cosmetics and how they “reflect and reproduce social inequalities.”



**Mercury Policy
Project**

Filed an amicus brief detailing why Amazon—one of the largest corporations in the world—should not be immune from regulation under the Communications Decency Act.



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AS YOU SOW®



Controlling and preventing online sale of mercury added SLPs in Sri Lanka

**Consumer Affairs Authority,
Act no. 09 of 2003**

*Samantha Karunaratne
Director Competition Promotion*

Challenges related to online sales of SLPs in Sri Lanka

SLPs found on the ground and online platforms, containing mercury

CAA action- development /publication of prohibited products list - Contacting platforms



Vision

Mission

Objectives of the Authority

- A well protected consumer within a disciplined business culture
- To safeguard consumer rights and interests through
 - * Consumer Empowerment
 - * Regulation of Trade
 - * Promotion of Healthy competition

To protect consumers against the marketing of goods or the provision of services which are hazardous to life and property of consumers.

To protect consumers against unfair trade practices and guarantee that consumers interest shall be given due consideration.

To ensure that whatever possible, consumers have adequate access to goods and services at competitive prices.

To seek redress against unfair trade practices, restrictive trade practices or any other forms of exploitation of consumers by traders.

Regulations issued under the CAA

Information marked on each and every bottle , pack or container of skin creams and lotions.

Name of the product
Name and address of the Manufacturer
Name and address of the importer and /or Distributor in Sri Lanka
Country of Manufacture
Brand name
Volume/ weight
Batch or code or lot identification number
Date of manufacture
Expiry date of Best before date
Maximum Retail Price
List of Ingredients

Direction 65/66
2069/37
2018/05/30

creams and lotions shall conform to the permissible maximum limits for heavy metals when tested in accordance with ISO/TR 17276 AS specified in SLS 743 issued by the Sri Lanka Standard Institution.

Skin Cream and Lotion include:

makeup creams and lotions
cleansing creams and lotions
moisturizing creams and lotions
hair removal creams and lotions
sun screen creams and lotions
whitening creams and lotions
vanishing creams and lotions
cold creams and lotions
any other skin creams and lotions identified by the respective Regulatory body.

Current Situation of the cosmetic market in SL

CDDA had the regulatory power to control cosmetics Until the establishment of NMRA.

Our Experience /Current issues

Low-quality imports
Adulterated skin whitening products.
Low-quality SLP sell on online platforms without following to SLS standard 743:2014 heavy metal content mg/kg

Lead	10	
Mercury		01
Arsenic	03	
Cadmium		03



Mercury Test Results From SLPs Selling Into Sri Lanka

Heavy Metal Content mg/kg



Hg - 36920



Hg - 37250



Pb - 23.4
Hg - 38770



Hg - 14520



Hg - 42980



Hg - 32980



Heavy Metal Content mg/kg



Hg - 64570



Pb - 75
Hg - 62440



Hg - 66680



Hg - 45380



Hg - 55700

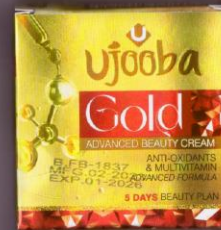


Pb - 19.8
Hg - 58490

Heavy Metal Content mg/kg



Hg - 1980



Hg - 21590



Hg - 94.6



Product name	Mercury (mg/kg)
Muna Whitening Cream	13774
Golden Pearl Beauty Cream	13271
Fresh & White Beauty Cream	17632
Goree Beauty Cream	10644
Goree Day & Night whitening Cream	15714
Glow Beauty Cream	7845
Infocus professional pearl beauty cream	13708
Chandi whietning cream	6106
Angel whitening cream	3.2
Fair & Lovely advanced multi vitamin cream	1.1
Layla beauty cream	20908
Caike whitening cream	7255
Faiza beauty cream	9847
Nuha white beauty cream	20466
Malika white beauty cream	51757
Golden life beauty cream with papaya and aloe vera extract	20292

SN		Hg(ppm)
01	Olivia Bleach Booster	0.13
02	Beauty Care	5.1
03	Fresh & White Body Lotion Whitening	0.37
04	Goree Whitening Body Lotion	0.19
05	Chandni Whinting cream	0.78
06	Golden Life Beauty Cream	42980
07	Lo'Agus Armanee Lacto Bleach whitening cream	1980
08	White face beauty cream	38770
09	B Black Magic Beauty Cream	14520
10	Whitening Body Butter	7540
11	Noor Herbal Beauty Cream	58490
12	Super White Beauty Cream	49160
13	Kashee Organic Beauty Cream	64570
14	Ma,daam Gold beauty Cream	62440
15	Zuni Beautiful Beauty Cream	66680
16	Ujooa Gold Advanced Beauty Cream	21590
17	Beauty Booster Beauty Cream	32980
18	NAVIA whitening cream for men	45380
19	EveryWay Beauty Cream	37250
20	Jhalak Beauty Cream	36920
21	Pax complexion care beauty cream	55700
22	Layla Ayurvedic Anti-acne cream	94.6

Tastings done by ITI laboratory

Recent measures to control the online sale and promotion of whitening creams have been taken by the CAA, pursuant to its own mandate and with the official guidance of the World Health Organization (WHO).

- The project team shared the results of the initial screening of products identified with mercury (conducted in March 2025), revealing their continued availability on online platforms.
- The same product list was published on the CAA's official website [hazardous skin.pdf](#).
- A request letter was sent to **48 online platforms** and social media groups, along with a list of 49 skin-whitening products identified by the Consumer Affairs Authority (CAA), requesting removal of these harmful products from their platforms and websites.
- The initiative received extensive media coverage, raising significant public awareness.



මගේ අංකය
எனது எண்ணம்
My Number

CAA/CP/01/Pub.Notice/01/2025

මගේ අංකය
எனது எண்ணம்
My Number

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திகதி
Date 22/05/2025

Hazardous Skin Products Containing Mercury

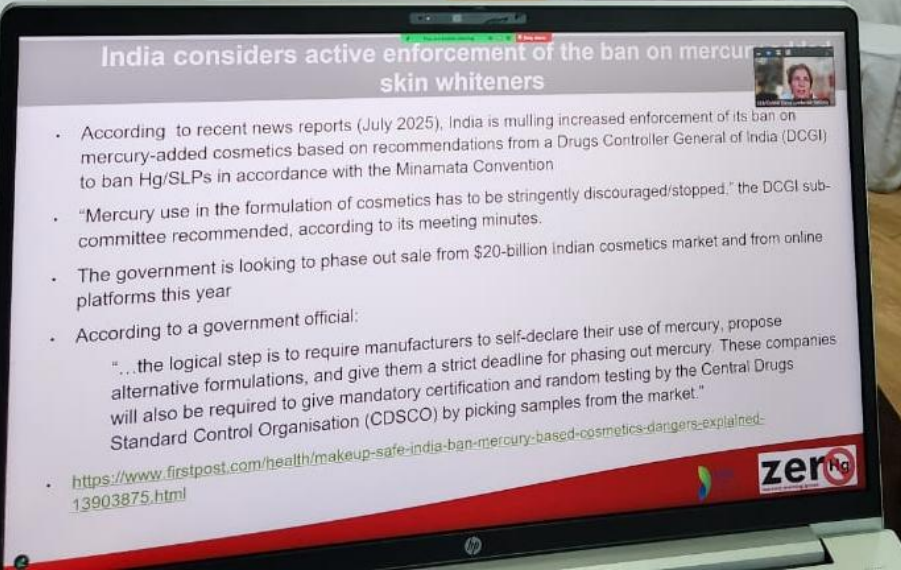
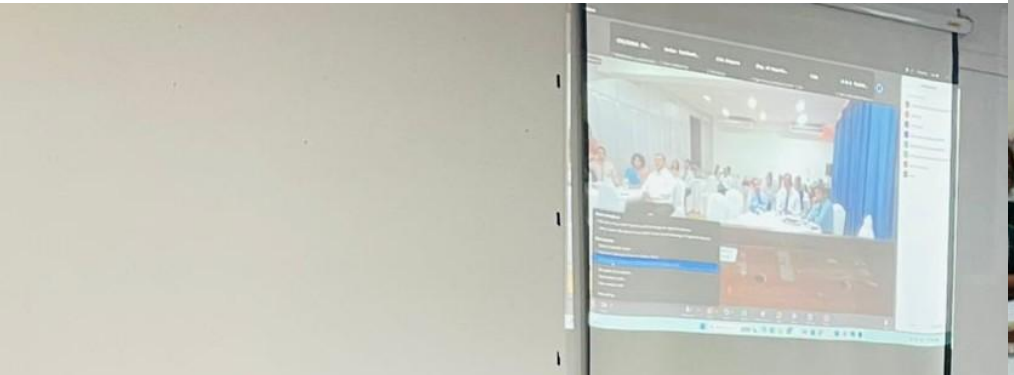
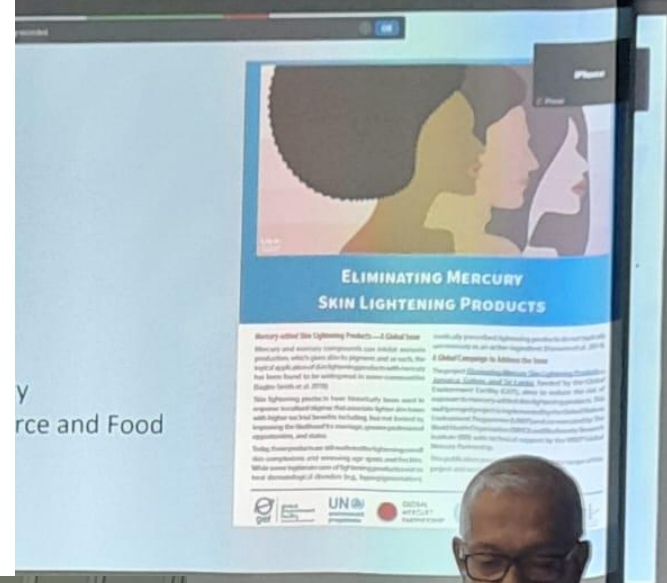
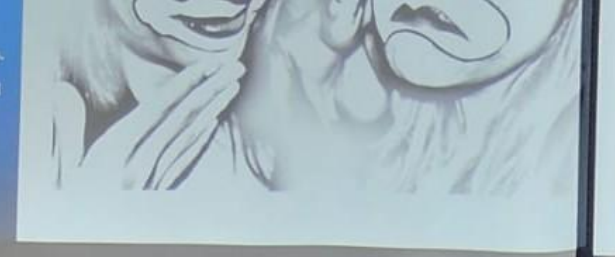
S/N	Name of the Product	Batch no	Hg content detected/ ppm
1	Arena Gold	No batch number on label.	30080
2	Athisayam	No batch number on label.	Peroxide Value and Mesophilic Bacteria do not comply with the Specifications of Sri Lanka Standards for Skin Creams & Lotions. (SLS 743)
3	B Black Magic Beauty Cream	D712B235	14520
4	Beauty Booster Beauty Cream	No batch number on label.	32980
5	Beauty Care Day Cream	No batch number on label.	5.1
6	Carotone Natural Glow Clarifying	1053387	312
7	Every Way Beauty Cream	No batch number on label.	37250
8	Fiona Anti Aging	No batch number on label.	4265
9	Fresh & Clear	786010	31540
10	Fresh & White	No batch number on label.	8.1
11	Fresh & White	No batch number on label.	28340
12	Fresh & White Body Butter	No batch number on label.	1.7
13	Fresh White	No batch number on label.	17632
14	Glow	No batch number on label.	7845



[hazardous skin.pdf](#)

- A follow-up search confirmed that several platforms had removed the identified products from their sites.
- A **draft policy guideline** was developed jointly by the EEB, ZMWG and WHO consultants, and the project team.
- A **consultation meeting** was held with online platform representatives to discuss the draft policy.
- **Some platforms verbally agreed to remove the identified products and support future regulatory measures.**
- An **awareness session was conducted for all levels of officers** (including officers allocated island-wide branches) within the Consumer Affairs Authority regarding the detrimental effects of SLP and the requisite regulatory actions for consumer protection.





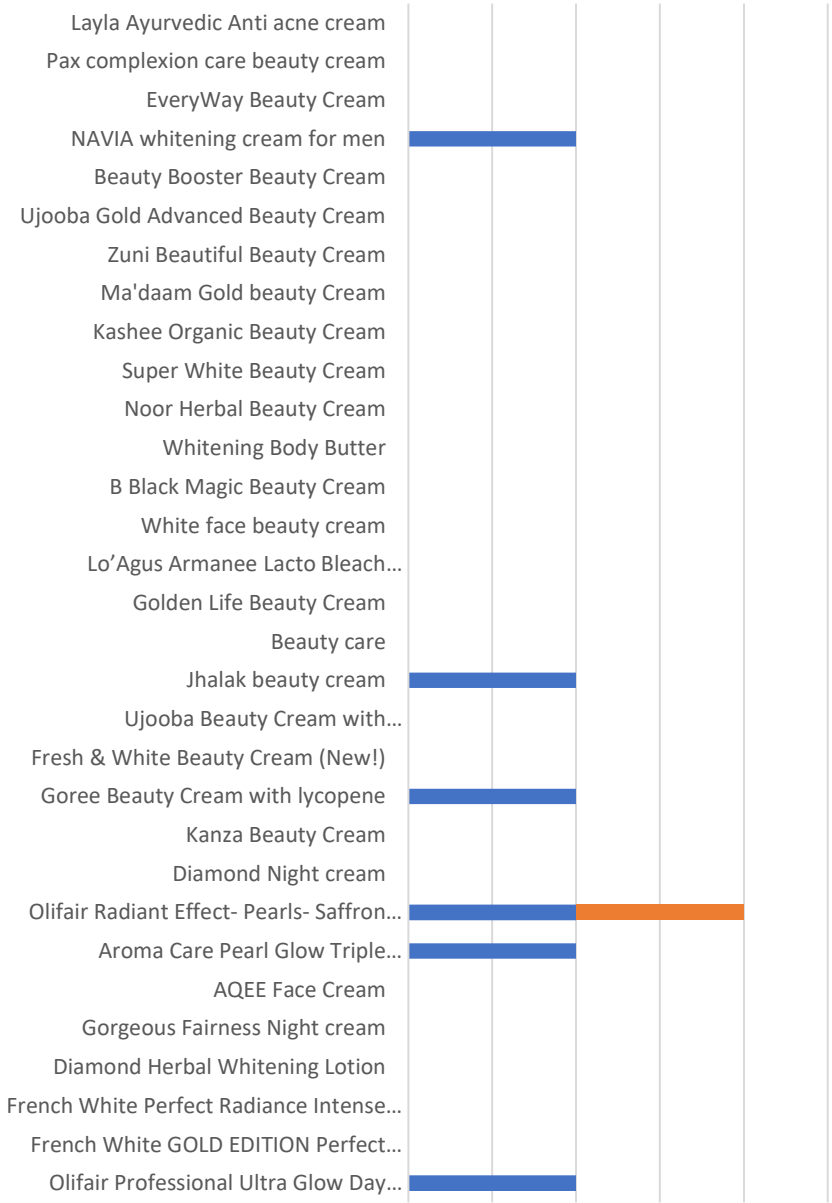
India considers active enforcement of the ban on mercury skin whiteners

- According to recent news reports (July 2025), India is mulling increased enforcement of its ban on mercury-added cosmetics based on recommendations from a Drugs Controller General of India (DCGI) to ban Hg/SLPs in accordance with the Minamata Convention
- "Mercury use in the formulation of cosmetics has to be stringently discouraged/stopped," the DCGI sub-committee recommended, according to its meeting minutes.
- The government is looking to phase out sale from \$20-billion Indian cosmetics market and from online platforms this year
- According to a government official:
 - "...the logical step is to require manufacturers to self-declare their use of mercury, propose alternative formulations, and give them a strict deadline for phasing out mercury. These companies will also be required to give mandatory certification and random testing by the Central Drugs Standard Control Organisation (CDSCO) by picking samples from the market."

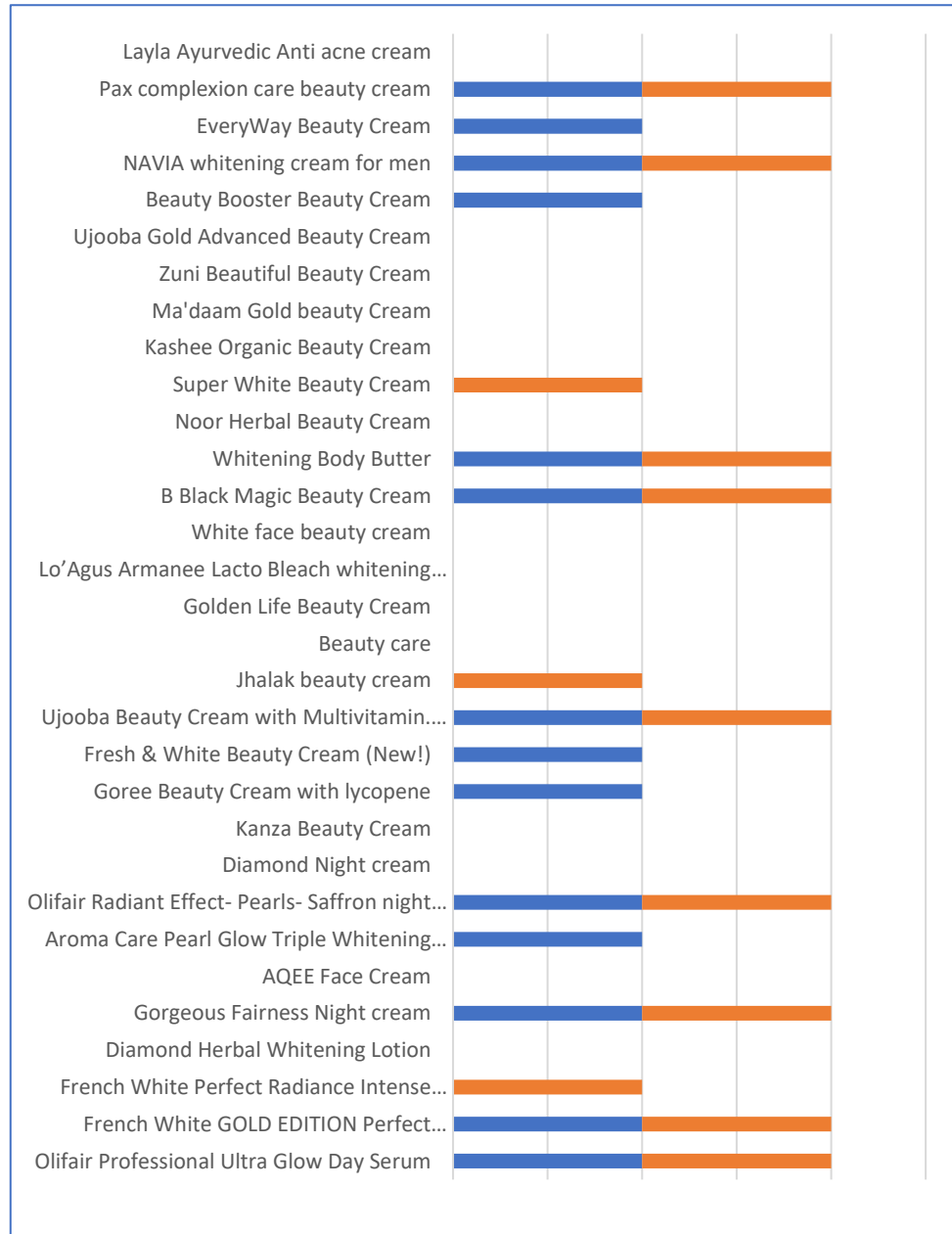
<https://www.firstpost.com/health/makeup-safe-india-ban-mercury-based-cosmetics-dangers-explained-13903875.html>



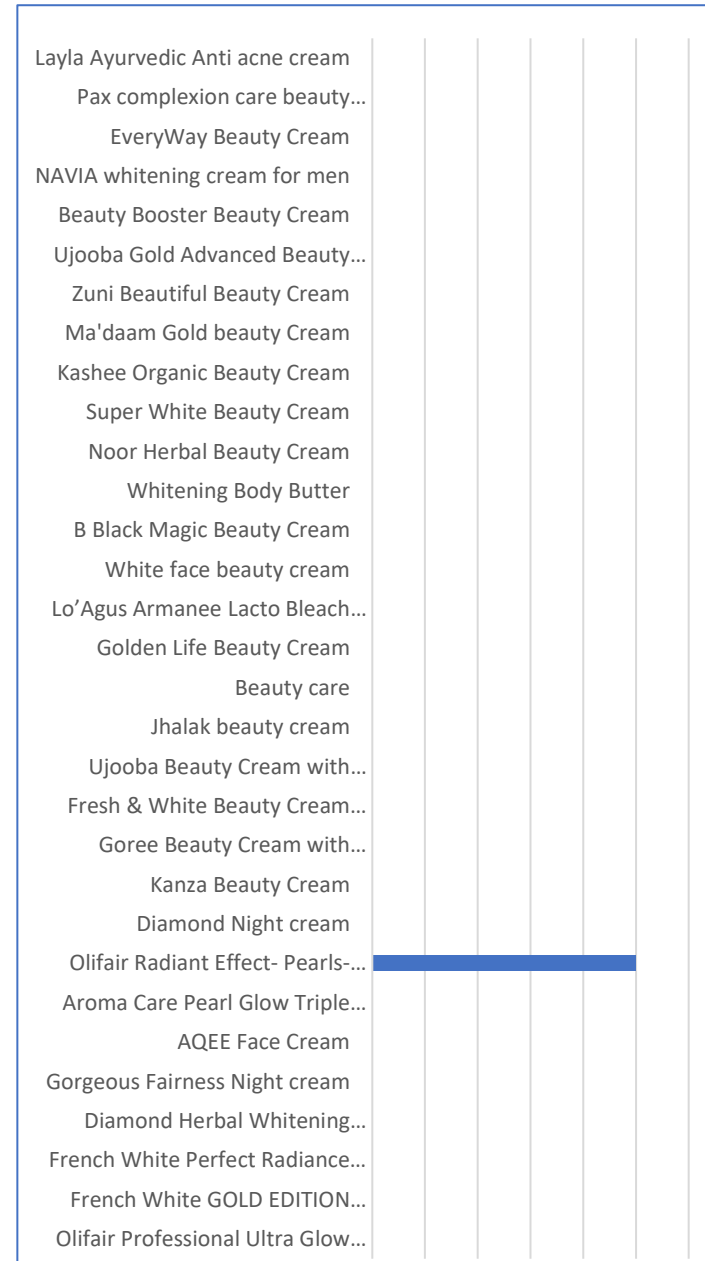
Some products were removed



■ March ubuy.com.lk ■ July ubuy.com.lk



■ March ebay.com (sri lanka) ■ July ebay.com (sri lanka)



■ March Essentials ■ July Essentials

Some products were still available by August 2025



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Way forward

- Develop a voluntary agreement with online platforms to remove skin-whitening products identified with mercury.
- Develop policy guidelines for online platforms on the sale of skin-whitening products and registration of sellers under the mandate of the CAA.
- Test products currently available in the market.
- Conduct awareness programs for online sellers through print, electronic, and social media.
- Conduct awareness programs for the general public.

Thank you for your attention

Samantha Karunaratne

Director Competition Promotion

Consumer Affairs Authority

Sri Lanka

Any Questions?



Thank you!



Mercury
Policy Project



<https://caa.gov.lk/>

<https://www.zeromercury.org/mercury-added-skin-lightening-creams-campaign/>



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பாவனைபாளர் அலுவல்கள் அதிகாரசபை
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