

US agency accuses L'Oreal of misleading marketing

September 12 2012

US regulators accused French cosmetics giant L'Oreal of misleading claims in marketing its Lancome line of anti-aging products, according to a letter released Tuesday.

In the letter, addressed to the president of L'Oreal-owned Lancome USA, the [Food and Drug Administration](#) said some Lancome products advertised online carry claims that "are intended to affect the structure or any function of the [human body](#), rendering them drugs" under US law.

The products under scrutiny include the Genifique Youth Activating Concentrate, which claims to boost "the activity of genes and stimulates the production of youth proteins," according to the letter.

Another singled out is the Genifique Repair Youth Activating Night Cream, which claims to boost "the activity of [genes](#)."

Lancome has 15 days to respond to the FDA warning with specific steps it has taken to correct the violations, according to the letter dated Friday.

"We request that you take prompt action to correct all violations associated with your products, including the violations identified in this letter," wrote the FDA's Michael W. Roosevelt of the Center for [Food Safety](#) and Applied Nutrition. "Failure to do so may result in enforcement action without further notice."

L'Oreal is the world's largest cosmetics maker.

(c) 2012 AFP

Citation: US agency accuses L'Oreal of misleading marketing (2012, September 12) retrieved 5 May 2024 from <https://medicalxpress.com/news/2012-09-agency-accuses-loreal.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.