

## **IBHA Stand on Mercury Trace Level in Cosmetics**

For Indian Beauty and Hygiene Association (IBHA) safety of its consumers is top priority. All ingredients used in our products have been subjected to an exhaustive safety evaluation procedure and comply with Indian regulations.

In accordance with Indian legislation, Mercury is not used as an ingredient in any of our products. However, as mercury occurs present naturally in air, water and soil, unavoidable traces of it may also be found at extremely low levels in raw ingredients used in cosmetics.

The cosmetic industry adheres to stringent quality standards and strictly monitors and control trace levels impurities in their products to ensure that they pose no risk to consumer safety and health. The presence of trace level Heavy Metals such as Mercury is technically unavoidable under good manufacturing practices. Hence we strongly recommend that the government recognise the presence of these unavoidable trace levels impurities and introduce a definitive, acceptable limit on PPM values for mercury. International cosmetic norms recognise the presence of unavoidable trace levels of mercury and restrict them to 1PPM.

As an industry, IBHA remains firmly committed to producing products that are safe for our consumers.