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Article #4

Hypoallergenic
Cosmetics

The FDA has published, in final form, a regulation governing hypoallergenic cosmetics. This regulation is very much like the proposal published in early 1974.

All cosmetic preparations presently labeled "Hypoallergenic", or in any similar way such as "Allergy Tested", must be tested against competitive products that account for at least 10% of the market. This testing must be completed within two years. The products that pass the test (including a proper statistical evaluation) are entitled to continue to use the claim "Hypoallergenic" for a five year period at which time they must be retested. All test data will have to be filed with the FDA and it will be available for public examination.

No new products can be introduced without this testing after July 6, 1975 and, if any changes are made in the formulas for existing cosmetics, they must be retested. This regulation becomes effective July 6, 1975. Legal challenges can be anticipated.

Article #5

Prescription
Drug
Advertising

The FTC is proposing a series of regulations concerning the publication of retail prices for prescription drugs. Under the terms of the proposed regulations, it would be an unfair practice to prohibit the disclosure, by any retail seller, of accurate price information regarding prescription drugs. In addition, it would be an unfair practice for any retail seller to fail to disclose similar information.

The purpose of these regulations is to eliminate all restraints or burdens on retail price information imposed by state or local laws. In other words, the FTC intends to preempt all state and local laws and ordinances in this area.

The FTC invites comments on this proposal including an opportunity to oppose any disputed issues of fact and hearings may be held. All written comments will be accepted until ten days before such public hearing but, in any event, until August 4, 1975. Copies of the regulation are available.

Article #6
Articles of
Interest
from the
Trade Press

"PACKAGING: A DESIGNER PICKS THE BAD AND THE BEAUTIFUL" --
Letting the chips fall where they may, a New York design firm cites brand and company in this candid critique of current HBA packages. Product Management - June, 1975, page 29.

"SELECTING THE RIGHT FRAGRANCE FOR YOUR PRODUCT" --
Since one fragrance can evoke different responses in different people, its impossible to determine the optimum fragrance for a particular product--Right? Wrong? Here's how PPL's market research does it. Product Management - June, 1975, page 45.

"IS FDA BUREAUCRACY DEPRIVING U.S. PATIENTS OF USEFUL DRUGS?" --
Comparing British and U.S. systems for approving drugs, Britain's seems swifter, less encumbered by paperwork, and more efficient in reporting adverse reactions. Modern Medicine - June 1, 1975, page 41.

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