



Noor Gold Beauty Cream	
Aspect	Details
Images	 The image shows the packaging for Noor Gold Beauty Cream. It is a rectangular box with a yellow and green color scheme. The brand name 'Noor Gold' is prominently displayed in a stylized font. Below it, 'BEAUTY CREAM' is written. The packaging also features an image of an avocado and a bowl of cream. Text on the box includes 'Export Pack', '7 Day Challenges', 'Avocado and Aloe Vera', 'For all skin types', 'Hypoallergenic', and 'Non Comedogenic'.
PSD Number	2508-0103b
Product Type	Cosmetics – Skin-Lightening Cream
Product Identifiers	Brand: Noor Gold Code: 53818
Product Description	Light pink cream sold in a gold container with brightly-coloured cardboard outer packaging.
Country of Origin	Pakistan
Counterfeit	Unknown
Risk Level	Serious
Risk Type	Chemical
Risk Description	<p>The product presents a serious chemical risk as when tested, the cream was found to contain 27250mg/kg (2.72%) mercury. Mercury is prohibited for use in cosmetic products.</p> <p>For more information on how exposure to mercury can affect your health, please visit https://www.gov.uk/government/publications/mercury-properties-incident-management-and-toxicology/mercury-general-information.</p> <p>The product does not meet the requirements of Regulation (EC) 1223/2009.</p>
Corrective measures	<p>The product has been seized from the retailer (Choice Halal Centre, Crawley) and is awaiting destruction.</p> <p>Owners of the affected product should stop using it immediately and seek redress from the place of purchase.</p>
Online Marketplace	N/A
Notifier	Local Authority Trading Standards