



**Indiana State
Department of Health**
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Mitchell E. Daniels, Jr.
Governor

Gregory N. Larkin, M.D., F.A.A.F.P.
State Health Commissioner

DATE: November 2, 2011

TO: All Local Health Departments
Attn: Chief Food Specialist

FROM: ^{ASG} A. Scott Gilliam, MBA, CP-FS
Director, Food Protection Program

SUBJECT: Purity Cosmetics Recall

SUGGESTED

ACTION: Unclassified Recall; The cosmetic item was produced at Radical Cosmetics, located in New Brunswick, New Jersey. Up to 300 units were distributed to retail stores in the following states: CA,FL,NY,IN,TX,IL,OR,MN,VA,OK,PA,NV,TN. If you have this product in your possession please discontinue use immediately. In addition, if any recalled product is found, please notify this office at 317-233-7360.

FDA posts press releases and other notices of recalls and market withdrawals from the firms involved as a service to consumers, the media, and other interested parties. FDA does not endorse either the product or the company.

Purity Cosmetics, San Jose, CA is conducting a voluntary product recall of:
*100% Pure Fruit Pigmented Cocoa Plum Eye Shadow -- Lot#11B1

Contact:
Consumer:
tel 415 914 9788
fax 415 814 9788

FOR IMMEDIATE RELEASE - 10/31/2011 - This recall has been initiated due to Pseudomonas Luteola found in Lot #1B11 of the 100% Pure Cocoa Plum Eye Shadow. Use of this item can cause peritonitis, cellulitis, and bacteremia.

This cosmetic item was produced at Radical Cosmetics, located at New Brunswick, New Jersey which is an independent, 3rd party contract lab that is a separate entity from Purity Cosmetics.

Other random products tested that were produced at our own facility owned and operated by Purity Cosmetics were all found safe and free of any bacteria.

We began shipping this product on or after March 7th, 2011. Up to 300 units of this item were distributed to retail stores in the following states: CA, FL, NY, IN, TX, IL, OR, MN, VA, OK, PA, NV, TN. If you have this product in your possession please discontinue use immediately. If anyone is in possession of this item please immediately contact Xor Vue, regulatory specialist of Purity Cosmetics at (415) 814-9788 ext. 126 or email xor@puritycosmetics.com.

This voluntary recall is being made with the knowledge of the Food and Drug Administration.

As stated earlier, high quality, purity and safety is our top priority so this is extremely devastating for us - even though this item was not produced or filled at our own facilities. But since it bears our name, we take as much responsibility as if we made it ourselves. We are taking every measure to ensure the quality and purity of all our 3rd party vendors who make products for our brand so that this never happens again. We are extremely sorry and hope that the actions of our 3rd party, contract manufacturing vendor did not make you lose faith in our brand. Most items (most of the skincare, bath & body care, hair care) are produced in our own facilities which are of the highest quality, purity and of safety.

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[RSS Feed for FDA Recalls Information](#)¹ [[what's this?](#)²]

[Photo: Product Labels](#)³

Recalled Product Photos Are Also Available on FDA's [Flickr Photostream](#).⁴