

Indian Beauty & Hygiene Association (IBHA) is the voice of the beauty and hygiene in India. It takes pride in the fact that all products placed in the market place have been evaluated under stringent safety assessment standards. Hence IBHA is committed to ensuring consumer health and human safety.

For IBHA it is important that any cosmetic product put on the market must not cause damage to human health when applied under normal or reasonably foreseeable conditions of use, taking account, in particular, of the product's presentation, its labelling, any instructions for its use and disposal as well as any other indication or information provided by the manufacturer or his authorised agent or by any other person responsible for placing the product for sale.

As we all are aware, cosmetic ingredients are mostly chemicals and often mixtures of chemicals of synthetic origin or natural extracts. The careful selection of ingredients is the key issue for ensuring the safety of the finished product.