

STATE OF CONNECTICUT
DEPARTMENT OF PUBLIC HEALTH



Jewel Mullen, M.D., M.P.H., M.P.A.
Commissioner

Dannel P. Malloy
Governor
Nancy Wyman
Lt. Governor

EHS Circular Letter 2013-62

TO: Directors of Health
Chief Sanitarians
Regional Lead Treatment Centers
Lead Contacts

FROM: Krista Veneziano, Epidemiologist
Lead Poisoning Prevention & Control Program

DATE: November 18, 2013

SUBJECT: Recall of Special Eyeliner Due to Elevated Lead Levels

Please see the attached product recall for all lots of Hashmi Surma Special Eyeliner issued by the U.S. Food and Drug Administration. The Special Eyeliner was found to contain high levels of lead that could cause health problems to consumers, particularly infants, small children, and pregnant women.

Recent analysis by the Connecticut Department of Consumer Protection (CT DCP) found that the product contained lead levels high as 167,387 parts per million (ppm). The Hasmi Surma Special Eyeliner was distributed to retail stores in Connecticut, PA, MD, and RI.

The CT DCP and New Reliance Traders are notifying consumers and customers not to use this product and to return it to New Reliance Traders for a full refund.

The Hashmi Surma Special Eyeliner is packed within a 12 GM gold bottle, enclosed within blue packaging with English translation on the front and foreign language character on the back (see photo below). The product is particularly used as eye make-up.

Please see the recall notice for specific information for consumers and contact information for the company. To be directed to the recall announcement on the FDA website click on the link below:
http://www.fda.gov/Safety/Recalls/ucm375359.htm?source=govdelivery&utm_medium=email&utm_source=govdelivery

You may also contact the CT Department of Public Health Lead Poisoning Prevention & Control Program at 860-509-7299.

cc: Suzanne Blancaflor, M.S., M.P.H., Chief, Environmental Health Section
Ellen Blaschinski, R.S., M.B.A., Chief, Regulatory Services Branch



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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.

New Reliance Traders, Inc.- Voluntarily Recalls Hashmi Surma Special Eyeliner Due to Elevated Lead Levels

Contact

Consumer:
718-894-2927

FOR IMMEDIATE RELEASE - November 15, 2013 - New Reliance Traders, Inc announced it is voluntarily recalling all lots of Hashmi Surma Special Eyeliner because it was found to contain high levels of lead that could cause health problems to consumers, particularly infants, small children, and pregnant women. New Reliance Traders is notifying consumers and customers not to use this product.

Recent analysis of the product found that the products contained lead levels high as 167387 parts per million (ppm).

The Hasmi Surma Special Eyeliner was distributed to retail stores in CT, PA, MD, and RI.

The Hashmi Surma Special Eyeliner is packed within a 12 GM gold bottle, enclosed within blue packaging with English translation on the front and foreign language character on the back. The product is particularly used as eye make-up.

One complaint has been received to date.

The recall was initiated after it was discovered that product contained high levels of lead based on laboratory testing conducted by The Connecticut Department of Consumer Protection. Consumers who have purchased Hashmi Surma Special eyeliner are urged not to use the product and should return it to New Reliance Traders for a full refund. Consumers with questions may contact our company at 718-894-2927 Monday-Friday 9 am-5pm ET.

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**New Reliance Traders, Inc.- Voluntarily Recalls Hashmi Surma
Special Eyeliner Due to Elevated Lead Levels
Photos**

