Polity & Governance · GS - II

Examine the role of regulatory institutions in preventing the promotion and sale of unsafe cosmetic products.

EXAM YEAR	PAPER	SUBJECT
DAILY PRACTICE 24/11/2026	GS - II	Polity & Governance

MARKS	WORD LIMIT
15	~ 250 words

Answer Hint

Consumer protection, CDSCO, CCPA, Cosmetics Rules 2020, misleading advertisements, public health

Model Answer

Introduction

The promotion and sale of unsafe cosmetic products containing harmful substances such as mercury and potent steroids pose risks to consumer health. Effective regulation is necessary to ensure product safety and accountability in the digital marketplace.

Regulatory Framework in India

1. **Drugs and Cosmetics Act, 1940:** Provides the statutory framework for regulating the import, manufacture and distribution of cosmetics.

2. **Cosmetics Rules, 2020:** Establish requirements relating to cosmetic manufacturing, licensing, quality and safety standards.

3. **CDSCO:** Functions as the national regulatory authority and coordinates regulatory functions concerning cosmetics and drugs.

4. **Consumer Protection Act, 2019:** Empowers the Central Consumer Protection Authority to investigate misleading advertisements and take action against manufacturers, sellers and endorsers under applicable

provisions.

Challenges in Enforcement

1. **Digital promotion:** Influencers can rapidly promote unverified products to large audiences, often without adequate disclosure or scientific evidence.

2. **Harmful ingredients:** Improper use of mercury and potent corticosteroids can cause serious health complications, including kidney damage and skin disorders.

3. **Regulatory fragmentation:** Coordination gaps between drug regulators, consumer authorities and state enforcement agencies can weaken implementation.

4. **Consumer awareness:** Unrealistic beauty standards and misleading claims increase demand for potentially unsafe products.

Way Forward

1. Strengthen online monitoring and take prompt action against misleading advertisements.
2. Conduct regular product testing and enforce quality standards.
3. Ensure accountability of manufacturers, sellers and paid endorsers.
4. Promote public awareness about harmful ingredients and evidence-based skincare.

Conclusion

Protecting consumers requires more than regulating product manufacturing; accountability must extend to advertising and digital promotion. Strong enforcement, inter-agency coordination and consumer awareness are essential for safeguarding public health.