



Safety

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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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Photos**

