

Mercury Policy Project

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RE: Cease and Desist Notifications

Dear Aleena Cosmetics and Axabee Skincare,

On October 7, 2025 your businesses were served cease and desist notifications by the New York Attorneys General office for selling dozens of skin lightening products with mercury concentrations above the legal limit. The orders required that your businesses stop offering sales and sales offering of these products. However, upon review of your websites, several of these products are being offered for sale—in direct violation of New York State law. These include the following brand names or variations there of: Chandni Whitening Cream; Noor Gold Beauty Cream; Goree Beauty Cream; White Gold Anti-Marks Cream; Parley Goldie Advanced Beauty Cream; Face Fresh Beauty Cream.

As you were notified by the Attorney Generals office, N.Y. Environmental Conservation Law (ECL) § 37-0117(8) prohibits the offering for sale or sale of cosmetic products containing more than “trace amounts” of mercury in the State of New York. Further, the mercury concentrations in the illegal products being offering for sale on your websites are similar to the mercury levels found in documented poisoning cases in Minnesota and Texas. For example, a Minnesota Health Advisory reported on one case of acute renal, dermatologic and neurological distress from a woman who applied a mercury added skin lightening product tested well above the legal limit. After using the cream for one year, she was diagnosed with membranous neuropathy, a kidney disease.¹

¹ <https://www.health.state.mn.us/communities/ep/han/2020/jan14mercury.pdf>

As you can see attached, screen shots are presented not only of the above-mentioned illegal products on your website, but many others as well. Some of these have been identified not only by N.Y. Attorneys General office, but other government jurisdictions, including but not limited to the New York City Department of Health. (NYC DOH has conducted enforcement of local stores and found some of the same high mercury brand names that your website is currently offering.) In addition, many of the suspect products offered on your websites have the same brand names of those lab tested by governments and found to contain dangerous levels of mercury.

All told, there remain more than twenty (20) suspect products on your websites that are likely to contain illegal and dangerous levels of mercury. (If these products are being stored inside prior to sale, they are likely emitting mercury and may be contributing to unsafe indoor levels.) As you can see attached, below each screen shot of the suspect product are links to government websites warning consumers to not purchase these specific name brand products due to dangerously high mercury concentrations.

Therefore, we are calling on Aleena Cosmetics and Axabee Skincare to immediately remove products identified by government jurisdictions to contain dangerous levels of mercury and ensure that they don't reappear on your websites. By regularly checking these government websites (since they are often updated), your businesses can identify suspect products in advance, keep them off your websites and avoid any potential litigation and penalties.

Thank you (in advance) for your attention to this important matter.

Sincerely,

Michael

Michael Bender, Director
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