

**GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA**

UNSTARRED QUESTION NO:4715

ANSWERED ON:25.04.2000

PRODUCTION OF TOOTHPASTE

ASHOK KUMAR SINGH CHANDEL;DUKHA BHAGAT;PUSHPDAN SHAMBHUDAN GADHAVI;SADASHIVRAO DADOBA
MANDLIK;SANJAY PASWAN;SRIPRAKASH JAISWAL

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) whether the companies manufacturing toothpaste in the country are not following the guidelines prescribed by the specialists in this regard;
- (b) if so, the reasons therefor;
- (c) the measures taken to check the tendency of cheating the people through misleading advertisement by the toothpaste manufacturing companies; and
- (d) the steps taken to safeguard the interest of the public in this regard?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (INDEPENDENT CHARGE)

(SHRI N.T. SHANMUGAM)

(a)&(b) The quality standards prescribed in Schedule `S` of Drugs & Cosmetics Rules 1945 are required to be mandatorily adhered to by all manufacturers of tooth pastes.

(c)&(d) To check the tendency of cheating the public by misleading advertisements on tooth pastes, a meeting of leading manufacturers, representatives of Central and State Drug Control administration, consumer organization and Cosmetics manufacturers association was convened. A Steering Committee was formed to lay down guidelines for permissible claims for toothpaste. The manufacturers have volunteered to adopt these guidelines.