

Essay on health care trends and marketing

[Business](#), [Customers](#)



FDA (cosmeceuticals services)

FDA as an agency is responsible to provide protection to public health by ensuring that there is adequate arrangement of safety, efficacy and security of human and veterinary drugs, medical devices, cosmetics, the US food supply, biological products and other products to emit radiation. There is another role of the agency and that is to provide adequate support to ensure a continuous advancement of the public health and an increase in the number of innovations related to food and medicines and providing a helping hand to the ongoing research and development related to the activities which are expected to provide safer and more affordable food and medicines for the people. Lastly, FDA also attempts to act as an informational body which consistently promotes science-based information related to public health.

The Health Care Product

If we specifically focus on the cosmetics, which are an important aspect of responsibilities of the FDA, then below mentioned will be few healthcare norms implemented by them:

Most of the laws related to adequate use of cosmetics are based on Federal Food, Drug, and Cosmetic Act of United States. The Department is responsible in order to ensure that the production and marketing of adulterated or misbranded cosmetics is properly checked and restricted. The Department announces details of the chemicals which are prohibited or are termed as poisonous and may not be used for public distribution.

There are regulations in order to ensure that any filthy putrid or decomposed substance is restricted to enter the market and be available to the consumers.

There are restrictions on preparation and packaging if the same is done under insanitary conditions where a contamination is possible or where it may result in an injury related to health.

FD&C provides strict guidelines against the use of toxic colours except for hair dyes for the use of consumers under FD&C Act, sec. 601.

Apart from general regulations mentioned above, FD&C is also determined to check false labeling, incorrect information, misleading information on containers and other packaging and labelling violations as mentioned in FD&C Act, sec. 602.

Reasons for selecting the area of focus

Cosmetics have a huge market and considering the fact that they are used directly by the consumers, there are various kinds of health-related impact that they can have, if there are no adequate regulations in order to control this. Hence, by focusing on the regulations related to cosmetics one of the most important areas served by FDA will be covered.

Identify three advantages of regulatory oversight for the selected health care product or service category to the consumer.

The consumers are provided with quality products which do not have any possible adverse impact on their health.

It provides the consumers, to have a legal right to obtain the right information about the product which they are purchasing from the market. Any breach of law or loss due to violation of various policies let down by FDA allow the consumers to legally challenge the product or service that they have purchased and claim compensation for the loss incurred.

Works Cited

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