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METHODS OF FALSIFY PERFUME OF BRAND AND HOW CAN PROTECTED THE CONSUMERS AGAINST THESE FALSE

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Abstract: The perfumes of brand are considerate luxuries goods, mostly consumers from desire had such product are disposed to pay important sums of money bought. Produced of perfumery are most counterfeit the merchandize from group produced cosmetic. The Law nr. 178 of October 2000 according the conditions that must be accomplished at making and selling human cosmetic products.

Key words: Perfume, to falsify, counterfeit.

1. INTRODUCTION

The history of the perfume is overlapped the history of the humanity. From a period to another, the man he transformed, his module of got us sizes, the personality he adapted, and the perfume the trace on all.
Is said as opened with branch of spruce, carry gated down on left to degage smell particular of the burnt essences. Is most probable were considered a divine signs. This way of pleasant smelling fume to inspired on man, his gratitude against good-will lost most secure method were transmitted, here and name of perfume - per fimum - through fume, to divinities.
The Egyptians burns incense in as part as the specific ceremonies lettered god Amon-Ra, the babilones, on the altar temples and to oracles, the Hindus, in religious ritual and to bring of offerings, and the Buddhists envelop the rites and the festivals in the sophisticated aromas of incenses.
China honors the keepsake of the ancestors and worships it on the gods tenders have the all house through the burning incense to celebrations or processions rites. Even indienne pre-Columbian used incense in actions to purify.
Greece and Roma, then the Christian church, continued this habit within at the present day.

2. METHODS OF FALSIFY PERFUME

The perfumes of brand are considerable luxuries goods, mostly consumers from desire had such product are disposed to pay important sums of money bought. Isn't little the cases when ANPC (National Association of Defense Consumers) receives complaints from which consumers consisted as, as a matter of fact, the perfume bayed are not originally but a false.

Produced of perfumery are most counterfeit the merchandise from genuine produced cosmetic. The basics methods of falsification of luxurious perfume unmarketable on the Romanian market the by-path are next:

- *Replace of ethereal natural oils with substances or chemical products of synthesis.* The luxurious perfume by-path blends hidro-alcoholic of ethereal natural oils with synthetic substances. Through the substitution of the big percentage of ethereal oils with substances of synthesis it obtained perfume which miss their identity. Artificial he can ape natural, but nature can't be sham up to overlap.

Methods of identify these false: the synthetic which perfume contains besides the composition of perfume and cosmetic dyes of which synthesis uses many the special paper of testing; the fakes present a smells a strong maal of alcohol again tint of perfume is else penetrating be less refined; the synthetic perfume presents persistence to the examination with special paper.

- *The substitution of ethereal very valuable oils with another oil natural but of low-quality.* For instance is practiced the substitution of the attar of rose, which is expensive the valuable and precious, with the elemental oil of penetrating to be refined and delicate.

• *The remove of a component or the many components from natural made.* Produced of perfumery contain between 10-200 of primary elements, while luxurious perfumes between 90-200. By falsification is eliminated the valuable expensive components, considering as they don't shall undistinguishable for a specialist.

In order to identify this falsification is can applied to an examination.

- *The counterfeiting of labels, banners and presentation packs.* This is the most used way for selling perfume products. The easy counterfeiting of the banners misleading the consumer, because this doesn't see the small imperfections of the false. As well, it doesn't seeing the missing of packing materials and the low quality of the presentation pack.

The quick of knowledge for this counterfeits are: the examination of presentation pack, of the label and banner; the EAN cod is an identification number and amount this it contains meaning about the lot; checking the hologram on the products packs.

- *Imitating marks.* This falsifying technique is very often used in the luxurious perfumes.

- *Diluting perfumes.* This way is used by diluting perfumes with water and attaches packing so that can't be discovered.

We can recognize this by: examination, by chronographic method, because of the very low price comparing to the original product.

3. PROTECTION OF THE CONSUMER AGAINST THE FALSE PRODUCT COSMETIC

The Law nr. 178 of October 2000 according the conditions that must be accomplished at making and selling human cosmetic products. In the 2nd article of the law, the cosmetic product is define as "any substances that comes in contact with several external parts of the human body, with teeth, the mouth, to clean them, perfume them to modify the look and/or to protect and maintain in good shape". The cosmetic products mustn't damage the consumer's health and mustn't contain substances that are forbidden by the Health Minister.

According to the 7th article of this law, the cosmetic products can be sold in Romania only if the producer is legally recorded in Romania and it has notified the health Minister it's intention of selling products. This notice consist of the following dates:

- The producers names and recording number to the Commerce Register;
- The address of the producer headquarters;
- Provenience country for the final product make outside Romania;
- The product name;
- The category of the cosmetic product;
- The composition of the product;
- The specific feature of the final product;
- The copy by the document of assessment to the risk of cosmetic product for human health;
- A presentation of the packing and the label of the product.

All this documentation presents with 10 days before to market the product. Also, the producer, respective, the importer is obliged to have at the address indicated on the label a file about the cosmetic product, which has to contain the following dates:

- The qualitative and quantitative composition of the product; the information about the scented composition and the perfumes are limitation to the number, to the number of code of the composition and also at the identification of the producer;
- The physical – chemical and microbiologic characteristic of the staples and of the end product;
- The method of fabrication, according the standardizes of the fabrication of the cosmetics products;
- The methods of analyses necessary for the quality control of the cosmetic products and the information's about the establishment of the products;
- The evaluation of the risk for human health of the end product, in this purpose the producer take in consideration the general toxicology profile of the ingredients, their chemical structure and their level of exposure;
- The name and the address of the laboratory and of the chargeable persons which has evaluated the cosmetic product from the point of security for human health. The responding persons of the evaluation has to have the diploma of specialty superior studies in pharmacies, medicine, chemistry or biology;
- The existent dates about the uncalled effects for the human health, provoked by the succession of their utilization;

- The prove about the avowed effect of the cosmetic product, in the case in which the nature of this is justified.

The access of these dates it makes at 48 hours from the solicitations.

According to the article 13 of the law nr. 178 from October 18-2000, the cosmetics products will be sell only in recipients or/and pack inscription visibly, legible and with characters which is not easily deleted, and where is indicated: the name of the firm, the address where the producer, respective the importer has the headquarter in Romania; the country where the products for import are produced, the nominal contain in the moment of ambulation of the product (indicated in weight and in volume); the term of validity registered on word "expiring", proceed by the date or by details about the place on the pack where is inscription the term of validity, express in month and year (in case of the cosmetic products with a validity bigger than 30 months, the indications of the minimal term of validity is not necessary); the instructions of conservation, utilization and removal; the lot number of fabrication, after case, labeled on the recipient or on the pack, or a indication which permit the identification of the product; the category of the cosmetic product, excepting the case in which than will be the result from the presentation of the product; the list contain the ingredients which make part from the composition of the cosmetic product, in the descending order of the weight in the moment of their incorporation.

All these dates have to be written in Romanian language and don't have to delude in error the consummators about the nature, the identity, the origin, the utilization and the characteristics of the cosmetic product. If the law is violated, everybody who does that has to respond materially, civilly, penal, after case.

The producer, respective the importer, is obliged to stop the deliveries, respective to retry from the market or from the producer the cosmetic products in which the facilitated systems by the law or the specialists has established that these can affect the life, the health and the security of the consumers and inform the public by mass-media. The representatives of the abilities systems of control are obligated to respect the secret character of the information's contained in schedule documents in the articles 8 and 10.

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