



**Office of the New York State
Attorney General**

**Letitia James
Attorney General**

October 7, 2025

**Ammad Sarwar-Agent
AleenaCosmetics Inc.**
5 Gerard Avenue East
Malverne, New York 11565

AleenaCosmetics Inc.
c/o Corporation Service Company
80 State Street
Albany, New York 12207

**Via Certified Mail, UPS Next Day,
and Secretary of State**

**Re: Sale of Cosmetic Products
Containing Mercury**

CEASE AND DESIST NOTIFICATION

To AleenaCosmetics Inc:

The New York State Office of the Attorney General (OAG) has reason to believe that Aleena Cosmetics, Inc. (Aleena) has engaged and is engaging in repeated or persistent illegality within the meaning of N.Y. Executive Law § 63(12) by violating N.Y. Environmental Conservation Law (ECL) § 37-0117(8). Specifically, Aleena is offering for sale and selling in the State of New York cosmetic products that contain unlawful amounts of mercury, a chemical harmful to human health. The OAG obtained 32 separate containers of 17 products from Aleena (the list of products obtained is attached to this letter as Attachment A) and had them tested for mercury content by Legends Technical Services, Inc. (St. Paul, MN). The laboratory results from these products demonstrate that various cosmetic products that Aleena distributes, sells, or offers for sale, contain mercury that violate New York State law (see Attachment A).

ECL § 37-0117(8) prohibits the offer for sale or sale of cosmetic products containing more than “trace amounts” of mercury in the State of New York and

further provides that any permissible (“trace”) amounts of mercury “shall be consistent with the permissible concentrations of trace amounts allowed by the [FDA]”. The FDA defines a “trace amount” of mercury as less than 1 part per million. *See* 21 CFR 700.13(d)(2)(i)-(ii). Violation of ECL § 37-0117(8) is subject to a civil penalty up to \$1,000 for each day during which such violation continues for a first violation and up to \$2,500 for each day for a second violation. ECL § 71-3703(4).

Please promptly cease and desist from any further offering for sale or sale in New York State of any cosmetic product containing unlawful levels of mercury, including but not limited to the products specified in Attachment A. You are further directed to comply fully with Article 37 of the New York Environmental Conservation Law. OAG reserves its right to pursue any and all appropriate legal, equitable or administrative remedies to address any past or future violations of law and to issue investigatory subpoenas pursuant to Executive Law § 63(12) or any other applicable law.

We thank Aleena for its anticipated cooperation. Within the next **five business days**, please contact me to confirm your compliance. I would be happy to discuss any questions you may have.

Sincerely,

/s/ Marie Chery-Sekhobo

Marie Chery-Sekhobo

Assistant Attorney General

Environmental Protection Bureau

Office of the Attorney General of
the State of New York

The Capitol

Albany, New York 12224

P: 518-776-2414

E-Mail: marie.chery-sekhobo@ag.ny.gov

Attachment A

Concentrations of Mercury in Aleena Skin-Lightening Products Obtained by NYSOAG

Product	Number of Samples	Mercury Concentration(s) (ppm)
Due Beauty Cream	2	30,000; 25,000
Chandni Whitening Cream	2	28,000; 26,000
Noor Gold Beauty Cream	2	22,000; 20,000
Goree Beauty Cream	2	19,000; 19,000
White Gold Anti-Marks Cream Extra Brightening	2	19,000; 16,000
Infocus Professional Pearl Beauty Cream	2	18,000; 17,000
New Face Beauty Cream with Extra Whitening Strength	2	16,000; 15,000
Parley Goldie Advanced Beauty Cream Pearl Shine	2	14,000; 14,000
Golden Star Beauty Cream	2	14,000; 11,000
Faiza Beauty Cream	2	13,000; 13,000
White Pearl Plus Extra Whitening Treatment Cream	2	12,000; 7,100
Sandal Beauty Cream	2	11,000; 11,000
Golden Pearl Beauty Cream	2	8,200; 7,800
Fresh Skin Beauty Cream	1	7,300
Natural Face Beauty Cream	2	4,600; 3,900
Face Fresh Beauty Cream	2	1,400; 1,100
Zarwa Gold Whitening Cream	1	1,400