



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

**Letitia James  
Attorney General**

October 7, 2025

**Singhcart LLC**  
11 Highland Rd  
Valley Stream, New York 11580

**Singhcart LLC**  
c/o Northwest Registered Agent LLC  
418 Broadway, Ste. N  
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**

Dear Singhcart LLC:

The New York State Office of the Attorney General (OAG) has reason to believe that Singhcart LLC (Singhcart) 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, Singhcart 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 ordered and received 8 separate containers of 4 different products sold by Singhcart (the list of products obtained is attached to this letter as Attachment A). The OAG purchased, from Singhcart, some of the same products that we had previously purchased from other sellers – Due Beauty Cream, Zuni BeYOUtiful Beauty Cream, Infocus Professional Pearl Beauty Cream and Sandal Beauty Cream. The products purchased from the other sellers, when tested, revealed concentrations of mercury that violate New York State law.

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 offer 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 Singhcart 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

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Attachment A

Singhcart Skin-Lightening Products Purchased by NYSOAG

<b>Product</b>	<b>Mercury concentration(s) (ppm) in the same product obtained from other sellers</b>
Due Beauty Cream	30,000; 25,000
Zuni BeYOUtiful Beauty Cream	25,000; 21,000
Infocus Professional Pearl Beauty Cream	18,000; 17,000
Sandal Beauty Cream	11,000; 11,000