by this part with clarity and conspicu-
ousness and without obscuring designs,
vignettes, or crowding. Where packages
bear alternate principal display panels,
information required to be placed on
the principal display panel shall be du-
plicated on each principal display
panel. For the purpose of obtaining
uniform type size in declaring the
quantity of contents of all packages of
substantially the same size, the term
“area of the principal display panel”
means the area of the side or surface
that bears the principal display panel,
which area shall be:
(a) In the case of a rectangular pack-
age where one entire side properly can
be considered to be the principal dis-
play panel side, the product of the
height times the width of that side;
(b) In the case of a cylindrical or
nearly cylindrical container, 40 percent
of the product of the height of the con-
tainer times the circumference; and
(c) In the case of any other shape of
container, 40 percent of the total sur-
face of the container: Provided, how-
ever, That where such container pre-
sents an obvious “principal display
panel” such as the top of a triangular
or circular package, the area shall con-
sist of the entire top surface.
In determining the area of the prin-
cipal display panel, exclude tops, bot-
toms, flanges at the tops and bottoms
of cans, and shoulders and necks of bot-
tles or jars. In the case of cylindrical
or nearly cylindrical containers, infor-
mation required by this part to appear
on the principal display panel shall ap-
pear within that 40 percent of the cir-
cumference which is most likely to be
displayed, presented, shown, or exam-
ined under customary conditions of dis-
play for retail sale.

§ 701.11 Identity labeling.

(a) The principal display panel of a
cosmetic in package form shall bear as
one of its principal features a state-
ment of the identity of the commodity.
(b) Such statement of identity shall
be in terms of:
(1) The common or usual name of the
cosmetic; or
(2) An appropriately descriptive name
or, when the nature of the cosmetic is
obvious, a fanciful name understood by
the public to identify such cosmetic; or
(3) An appropriate illustration or vi-
gnette representing the intended cos-
metic use.
(c) The statement of identity shall be
presented in bold type on the principal
display panel, shall be in a size reason-
ably related to the most prominent
printed matter on such panel, and shall
be in lines generally parallel to the
base on which the package rests as it is
designed to be displayed.

§ 701.12 Name and place of business of
manufacturer, packer, or dis-
tributor.

(a) The label of a cosmetic in pack-
age form shall specify conspicuously
the name and place of business of the
manufacturer, packer, or distributor.
(b) The requirement for declaration
of the name of the manufacturer, pack-
er, or distributor shall be deemed to be
satisfied in the case of a corporation
only by the actual corporate name,
which may be preceded or followed by
the name of the particular division of
the corporation. Abbreviations for
“Company,” “Incorporated,” etc., may
be used and “The” may be omitted. In
the case of an individual, partnership,
or association, the name under which
the business is conducted shall be used.
(c) Where the cosmetic is not manu-
factured by the person whose name ap-
pears on the label, the name shall be
qualified by a phrase that reveals the
connection such person has with such
cosmetic; such as, “Manufactured for
”, “Distributed by
”, or any other wording
that expresses the facts.
(d) The statement of the place of
business shall include the street ad-
dress, city, State, and ZIP Code; how-
ever, the street address may be omitted
if it is shown in a current city direc-
tory or telephone directory. The re-
quirement for inclusion of the ZIP
Code shall apply only to consumer
commodity labels developed or revised
after the effective date of this section.
In the case of nonconsumer packages,
the ZIP Code shall appear either on the
label or the labeling (including the in-
voice).
(e) If a person manufactures, packs,
or distributes a cosmetic at a place
other than his principal place of busi-
ness, the label may state the principal