



# U.S. Immigration and Customs Enforcement Homeland Security Investigations



## PERSONAL HEALTHCARE & BEAUTY

### OPERATION BODY ARMOR

The National Intellectual Property Rights Coordination Center (IPR Center) is leading the government's response to intellectual property theft, a crime that leads to lost revenue for American industry, a loss of American jobs, and often poses a threat to public health and safety. Operation Body Armor, formerly Operation Plastic Beauty, is an IPR Center initiative targeting the smuggling or illegal importation of unapproved, counterfeit, or adulterated personal healthcare and beauty products entering the United States via international mail facilities, express courier hubs, and land borders.

Body Armor was initiated in January 2015 to address and attack vulnerabilities in the entry process that might allow for the smuggling of counterfeit healthcare, hygiene and beauty products. The number of importations of these items has risen dramatically as consumers are able to order products directly via online stores. Consumers purchase these products over the internet with the belief that the products advertised are legitimate, but in fact the products are often a counterfeit or unapproved version that may have been manufactured in unsanitary conditions and/or not subjected to any safeguards or quality controls. Criminals, posing as legitimate brand representatives and providers, advertise products across the nation.



Body Armor combines the expertise of U.S. Immigration and Customs Enforcement, Homeland Security Investigations; U.S. Customs and Border Protection; and the Food and Drug Administration, Office of Criminal Investigations. As part of Operation Body Armor, the IPR Center also partners with industry and other entities involved in the healthcare and beauty product community.

