

Ref: CCC/CP/CA/11/2026
11 SEPTEMBER 2026

CONSUMER ALERT TO THE GENERAL PUBLIC

VOLUNTARY RECALL OF THE WBEAUTY COMPLETE CLARIFYING SHAMPOO (250ML) BY WOOLWORTHS (PTY) Ltd.

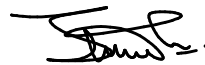
1. The COMESA Competition and Consumer Commission (the “Commission”) has become aware of a voluntary recall by Woolworths (Pty) Ltd (“Woolworths”), of a specific batch of its WBeauty Complete Clarifying Shampoo (250ml). According to information provided by Woolworths to the Commission, the recall was initiated due to the presence of *Pluralibacter gergoviae*, a bacterium that may be found in wet manufacturing environments. The bacterium may pose a risk of bacterial infection to consumers with compromised or weakened immune systems.
2. Below is a description of the affected product:

WBEAUTY CLARIFYING SHAMPOO 250ml	Identifying SKU number 6009233284823	
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3. More information on the above recall is available on the link below:

<https://thencc.org.za/product-safety-recall-wbeauty-complete-clarifying-shampoo/>

4. Woolworths has advised consumers who purchased the affected product to return it to their nearest Woolworths store for a full refund. Proof of purchase is not required. Consumers requiring further information may contact Woolworths through its Customer Service Centre on 0860 022 002 or via email at custserv@woolworths.co.za.
5. Woolworths has informed the Commission that, within the COMESA region, the affected batch was distributed in Eswatini, Zambia, and Mauritius. The Commission is however concerned that due to cross-border trade, the affected product could have been imported into other COMESA Member States. Therefore, out of an abundance of caution, and pursuant to Regulation 66 of the COMESA Competition and Consumer Protection Regulations, 2025, the Commission wishes to bring to the attention of consumers across the COMESA region the potential risks associated with the recalled WBeauty Complete Clarifying Shampoo (250ml). The Commission further urges any consumers who may have purchased the affected batch to immediately cease using the product and return it to the nearest Woolworths store for a full refund, in accordance with the guidance issued by Woolworths.
6. The Commission will continue to work closely with Woolworths, relevant authorities, and other stakeholders across the region to ensure consumer safety and the effective implementation of the recall. Should you require any further information or clarification regarding this matter, please do not hesitate to contact the undersigned.



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