



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



FDA ADVISORY
No. **2017-269**

20 SEP 2017

TO : THE GENERAL PUBLIC

SUBJECT : Public Health Warning Against Unapproved and Misleading Advertisements and Promotion of Unregistered MEICO PINUS PINE ENZOGENOL FOOD SUPPLEMENT Posted in Social Media

The Food and Drug Administration (FDA) warns the public against unapproved, false, and misleading advertisements and promotion of unregistered **Meico Pinus Pine Enzogenol** posted in social media:




Figure 1. Unregistered Meico Pinus Pine Enzogenol Food Supplement





Figure 2. Sample blister pack of 10 capsules of unregistered Meico Pinus Pine Enzogenol



**Meico Pinus
Pure/Plus Enzogenol**
@MeicoPinusPure

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Meico Pinus Pure/Plus Enzogenol shared their photo
July 25

Bakit kailangan uminom ng ENZOGENOL PINEBARK?
DAHIL 1 to 3 mos Lang gagaling ka, lalakas at bumabata ang itsura, kahit ibulsa mo lang malakas ka. ENZOGENOL is a super power Antioxidant, REDUCES daily OXI-STRESS & DNA damage to your cells, PROMOTES Anti-Aging, Longevity & Healing. IMPROVE Memory and Brain function. Improve heart health by controlling blood pressure improving blood flow, IMPROVE stamina, HELPS maintain healthy Brain cells, ENZOGENOL PINEBARK is a powerful Anti-Inflammatory & Assist in Arthritis, other inflammatory IMPROVES MEMORY LOSS & AIDS collagen production while protecting the skin & reducing wrinkles better than botox, Improves brain function, I.Q & MEMORY & MIGRAINE, HELPS maintain healthy Cholesterol levels by lowering cholesterol, helpful to ADD/ADHD Symptoms, DIABETES, STROKE, CARDIOVASCULAR, PROSTATE, KIDNEY, LUNGS, EVEN CANCER, THERAPEUTIC IN WIDE RANGE OF CONDITIONS.
Recommended by Professional.

Improve your APPEARANCE in 8 to 52 weeks

This research was carried out by Dr. Paul Davies of the Bioactives Investigation Group, Otago School of Medicine, Wellington, New Zealand.


Research has demonstrated that Enzogenol can stimulate skin cell growth. Here human skin fibroblasts were incubated with Enzogenol added to the growth medium at 1 µg/ml. In comparison to untreated cells, Enzogenol stimulated cell growth by up to 10%.

Research on internal oxidative stress has shown that Enzogenol can protect skin cells from the free radicals that are produced internally through the normal skin metabolism. In this study human skin fibroblasts were incubated without or with increasing concentrations of Enzogenol and the intracellular load of hydrogen peroxide produced by the cells was determined.

In addition to the health support of the Enzogenol pine bark extract as a food or dietary supplement, there are several functional applications for topical use in personal care formulations.

- These applications are based on skin cell culture studies demonstrating that Enzogenol:
 - Penetrates the skin
 - Boosts the skin cells natural internal free radical defense
 - Stimulates skin cell growth
 - Protects the skin cells from external free radical damage
 - Protects skin cells from damaging UV radiation
 - Binds and protects collagen

Research has shown that the proanthocyanidin (PA) compounds in Enzogenol can penetrate the skin. In this study a 1% Enzogenol solution (in 10% glycerin) was applied to the outside of a sample of rat skin; while the inside of the skin was in contact with a buffer solution. Liquid samples were taken periodically from the inside buffer and were assayed by HPLC for the presence of catechin and polymeric PAs that had penetrated across the skin.



www.meico-asia.com

Figure 3. Misleading claims posted online
(source: https://www.facebook.com/MeicoPinusPure/?ref=br_rs)

Improve BEHAVIOR to your Children in 1 to 8 Weeks

Pinus Pure(Pine Bark Extract)

Attention deficit-hyperactivity disorder (ADHD)
 Parents and Health Practitioners have discovered Enzogenol as an effective nutritional therapy to support children with symptoms of hyperactivity, attention deficits and behaviour problems.

Several paediatricians specialising in the treatment of children with ABC disorders have found the high strength Enzogenol formulation, to be a very useful adjunct treatment for children. There are case studies that supports that. The

ABC – Attention Behavior Continuum comprises a number of conditions that include Attention Deficit Disorder, with and without hyperactivity, Asperger's Syndrome, Autism and other conditions that share similar behavioral phenotypes.



Why Take Enzogenol®

1. Enzogenol is a Super-Powerful Antioxidant
2. Reduces daily Ox-Stress and DNA damage to your cells
3. Promotes Anti-Ageing, Longevity and Healing
4. Improves Memory and Brain function
5. Improves Heart health by controlling blood pressure and improving Blood flow (Atherosclerosis)
6. Improves Stamina, Focus and Concentration
7. Helps maintain healthy Brain Cells
8. Enzogenol is a powerful anti-inflammatory and assists in Arthritis, other inflammatory issues even Sports
9. Improves Memory Loss and Cognitive Decline
10. Aids collagen production while protecting the Skin and Reducing Wrinkles better than Botox!
11. Improves Brain function, IQ and Memory and Migraine
12. Helps maintain healthy Cholesterol levels by lowering cholesterol
13. Helpful to ADD/ADHD symptoms
14. Therapeutic in wide range of conditions
15. Recommended by Professionals
16. Improvements in 1-3 months
17. Safe for Children
18. Clinically Proven

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 (It would be a pleasure at FR!)

www.meico-asia.com

Figure 4. Misleading claims posted online
 (source: https://www.facebook.com/MeicoPinusPure/?ref=br_rs)



Pinus Pure is Enzogenol contains over 4000 different antioxidant compounds, and over 80% of Enzogenol is made up of OPCs, as well as other flavonoids, catechins, esthers. The effect would be similar to eating 9406 pieces of fruits and vegetables every day!

Flavonoid Content of Enzogenol



200 g Fresh Fruit & 500g Fresh Vegetables

100 mg Enzogenol®

A SINGLE CAPSULE OF PINUS PURE GIVES YOU ALL THE ANTIOXIDANT POWER OF A 4KG SERVING OF FRUIT AND VEGETABLES

Figure 5. Misleading claims posted online
 (source: https://www.facebook.com/MeicoPinusPure/?ref=br_rs)

Reduce Systolic Blood Pressure in 6 Weeks

Pinus Pure(Enzogenol®) benefits cardiovascular health by supporting healthy endothelial function, supporting healthy blood pressure, and by maintaining healthy low oxidation and inflammation levels in the body.

Benefits include:
 healthier blood circulation
 reduction in blood pressure
 reduction in bad LDL cholesterol
 reduced risk of heart attack, stroke, DVT or clot
 After stroke and heart attack care to reduce risk of occurrence

Cholesterol
 Enzogenol's antioxidants halt the oxidation of LDL ("bad") cholesterol. This is beneficial because once LDL is oxidized it can become trapped in the artery walls, damaging the lining of the artery and leading to the accumulation of fatty deposits called plaque. Eventually, plaque can build up so much that it narrows the space within the artery. Blood clots may form on the plaque and completely block the flow of blood. In a coronary artery, this will cause a heart attack. In an artery within the brain, the result is a stroke.

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Meico Pinus Pure/Plus Enzogenol
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Enzogenol® along with Vitamins C & E mop-up all kinds of aggressive radicals, before they cause cell damage by damaging DNA and creating oxidative damage.

Antioxidants protect you and your health. They are the "police" that guard your health from nasty plundering "pirates", otherwise known as oxidants or free radicals. Antioxidants are also produced naturally in the body. Vitamins C & E are called "antioxidant nutrients" which may protect the heart by reducing harmful chemicals in the blood such as free radicals.

These are unstable chemicals generated naturally in the body. Scientists believe free radicals speed up the process of the hardening of the arteries. There is evidence that cholesterol oxidizes before it develops or settles within the artery walls, and antioxidants may help prevent this process.

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 or send me a message at FB!

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Figure 6. Misleading claims posted online
 (source: https://www.facebook.com/MeicoPinusPure/?ref=br_rs)

Pursuant to Republic Act No. 9711, otherwise known as the “Food and Drug Administration Act of 2009”, the manufacture, importation, exportation, sale, offering for sale, distribution, transfer, non-consumer use, promotion, advertising or sponsorship of health products without the proper authorization from FDA is **prohibited**.


Accordingly, since unregistered food products have not gone through evaluation and testing process of the FDA, the agency cannot guarantee their quality and safety. The consumption of such violative products may pose potential health hazards to the consuming public. Food products including food supplements should not bear any misleading, deceptive, and false claims in their labels and/or any promotional materials that will provide erroneous impression on products’ character or identity.

Furthermore, the public is hereby **warned** that the aforementioned therapeutic claims were not duly approved by the FDA. As per Administrative Order 2010-0008, no person shall advertise, promote, or use in any sponsorship any food/dietary supplements unless such product is duly registered and approved by the Food and Drug Administration.

In light of the foregoing, the public is advised not to purchase the aforementioned violative product. Moreover, the public is advised to be vigilant against food products that might not be duly registered with FDA. Always check if a food product has been registered with FDA before purchasing it by making use of the embedded *Search* feature of the FDA website accessible at www.fda.gov.ph.

For more information and inquiries, please e-mail us at info@fda.gov.ph. To report continuous sale or distribution of the above unregistered food supplement, utilize our online reporting facility, **eReport**, at www.fda.gov.ph/ereport, or e-mail us via report@fda.gov.ph, or call us at the Center for Food Regulation and Research (CFRR) hotline (02) 857-1900 loc. 8115 and 8112.

Dissemination of the information to all concerned is requested.


NELA CHARADE G. PUNO, RPh
Director General

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