



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



FDA ADVISORY
No. **2018-220**

120 JUL 2018

TO: THE GENERAL PUBLIC

SUBJECT: Public Health Warning Against HEALTH ZONE MARKETING for Selling Unregistered Food Supplements with their Corresponding Unapproved and Misleading Advertisements and Promotion on Their Products

The Food and Drug Administration (FDA) warns the public against HEALTH ZONE MARKETING for selling the following **unregistered food supplements** with therapeutic claims on their brochure:



Figure 1. Unregistered MG SQUALENE Shark Liver Oil and MG Sambong Capsule with Misleading Advertisement and Promotion





Figure 2. Unregistered MG Lagundi Capsule and MG Curcumin Longa Capsule with Misleading Advertisement and Promotion

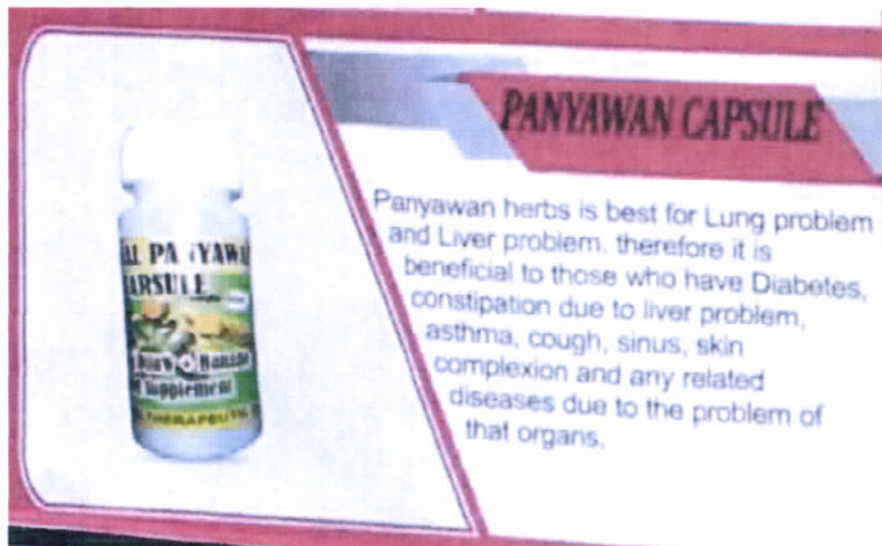


Figure 2. Unregistered Panyawan Capsule with Misleading Advertisement and Promotion

**8in1 HEALTH COFFEE
W/ MALUNGGAY LEAVES**

Detoxification, increases energy, enhances skin health, improves digestion, vision improvement, normalizes blood sugar & blood pressure, anti-tumor, anti-fungal, prevents UTI, anti-ulcer, improves wound healing, reduce wrinkles, appetite suppressant, best for lactating for women, anti-cancer.

JLT PITO-PITO

JLT Pito-Pito Plus claims to do the following: lower your blood sugar level, cure high blood pressure, lower cholesterol, strengthen and balance the immune system, cure a cough, take care of stomach aches and diarrhea, get rid of allergies and asthma, it "cleanses" you, and cures insomnia, fever, anemia, bronchitis, nervousness, and even takes care of irregular menstruation. Aside from not claiming to cure cancer, this pito-pito can do it all.

Figure 3. Unregistered JLT PITO-PITO PLUS Food Tonic Drink and CHRIMI 8 in 1 Health Coffee w/ Malunggay Leaves with Misleading Advertisement and Promotion

The public is hereby warned that food supplements being advertised by HEALTH ZONE MARKETING are not registered with the FDA. 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**.

Likewise, all claims advertised by the said establishment are false, deceptive, and misleading. 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.

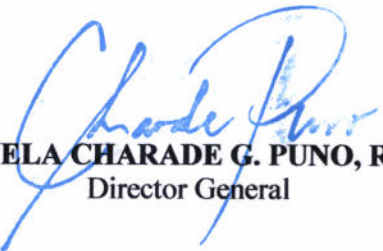
Accordingly, since unregistered food supplements have not gone through evaluation and testing process of the FDA, the agency cannot guarantee their quality and safety. The

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.

In light of the above, the public is advised not to purchase the aforementioned violative products. 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. 8105 and 8112.

Dissemination of the information to all concerned is requested.


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Director General

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