



05 MAR 2019

FDA ADVISORY
No. **2019-069**

TO: THE GENERAL PUBLIC

SUBJECT: Public Health Warning Against False, Deceptive, and Misleading Advertisement of the following Unregistered Food Products and Food Supplements :

1. **SUCCESS 200 TURMEIRC CURCUMA LONGA CAPSULES**
2. **CHRO-PLUS HERBAL DIETARY SUPPLEMENT**
3. **FIT & GROW HERBAL DIETARY SUPPLEMENT**
4. **CHLOROXYGEN CHLOROPHYLL CONCENTRATE**

The Food and Drug Administration (FDA) advises the public against the purchase and consumption of the following unregistered food products and food supplements:



Figure 1. Unregistered SUCCESS 200 Turmeric Herbal Food Supplement, 500mg with unapproved claims
(Source: shopee.ph)



CHRO-Plus
Herbal Dietary Supplement

The No. 1 and Multi-Awarded Herbal Food Supplement

With natural Ampalaya, Garlic, Malunggay Seeds & Omega 3, 6, & 9

Designed by Mother Nature to Aid in Curing Mild and Serious Ailments

CHRO-Plus Herbal Dietary Supplement is 100% pure herbal.

Figure 2. Unregistered CHRO-PLUS Herbal Dietary Supplement with unapproved Claims
(Source: google.com)



Figure 3. Sample Brochure of the Unregistered FIT & GROW Herbal Dietary Supplement with Notoginseng with unapproved claims



Figure 4. Unregistered CHLOROXYGEN Chlorophyll Concentrate with unapproved claims

The public is hereby warned that the food products and food supplements 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 in the advertisements are false, deceptive, and misleading.** As per a 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 products and 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 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 **foodsafety@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.


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