



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



FDA ADVISORY
No. **2019-164**

18 JUN 2019

TO: THE GENERAL PUBLIC

SUBJECT: Public Health Warning Against Unregistered Food Products with Unapproved Advertisements and Promotion on Their Products:

- 1. SIMPLY WONDERS LEMON PLUS WITH HONEY**
- 2. SIMPLY WONDERS CHOCO+ 8-in-1-BLEND**
- 3. SIMPLY WONDERS PURPLE CORN 18-N-1 COFFEE**
- 4. SIMPLY WONDERS PURPLE CORN JUICE 6 IN 1**

The Food and Drug Administration (FDA) warns the public from purchasing and consuming the following unregistered food products with unapproved advertisements and promotions:



Figure 1. Sample Brochure of Unregistered SIMPLY WONDERS Lemon Plus with Honey and Choco + 8-in-1 Blend





Figure 2. Sample Brochure of Unregistered SIMPLY WONDERS
Purple Corn 18-n-1 Coffee and Purple Corn Juice 6 in 1

The FDA verified through post-marketing surveillance that the abovementioned food products are not registered and the Certificate of Product Registration (CPR) have not yet been issued. Pursuant to the 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 is prohibited.

Likewise, **all claims in the advertisements 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.

Since these unregistered food products have not gone through evaluation process of the FDA, the agency cannot guarantee their quality and safety. The consumption of such violative products may pose health risk to consumers.

In light of the foregoing, the public is advised not to purchase violative products in the market. Moreover, the public is advised to always check if a food product is registered with

the FDA. The FDA website (www.fda.gov.ph) has a *Search* feature which may be used by typing in the name of the product before purchasing.

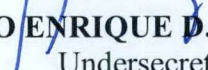
All concerned establishments are warned not to distribute violative food products until they have been issued the appropriate authorization, a License to Operate (LTO) for the establishment, and a CPR for the food product.

All FDA Field Officers and Regulatory Enforcement Unit (REU) in coordination with the law enforcement agencies and Local Government Units (LGUs) are requested to ensure that violative products are not sold or made available in their localities or areas of jurisdiction.

Kindly contact the FDA Center for Food Regulation and Research through email at cfrr@fda.gov.ph or call (02)857-1900 loc. 8115 and 8112.

To report any sale or distribution of unregistered food product, the online reporting facility, **eReport** can be accessed at www.fda.gov.ph/ereport.

Dissemination of this advisory to all concerned is hereby requested


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