



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



FDA ADVISORY
No. **2019-323**

107 OCT 2019

TO: THE GENERAL PUBLIC

SUBJECT: Public Health Warning Against the Purchase and Consumption of the Unregistered Food Product HEARTY BREAD'S EZEKIEL Bread Loaf

The Food and Drug Administration (FDA) advises the public from purchasing and consumption of the unregistered food product HEARTY BREAD'S EZEKIEL Bread Loaf.



Figure 1. Principal Display Panel of the Unregistered HEARTY BREAD'S EZEKIEL Bread Loaf



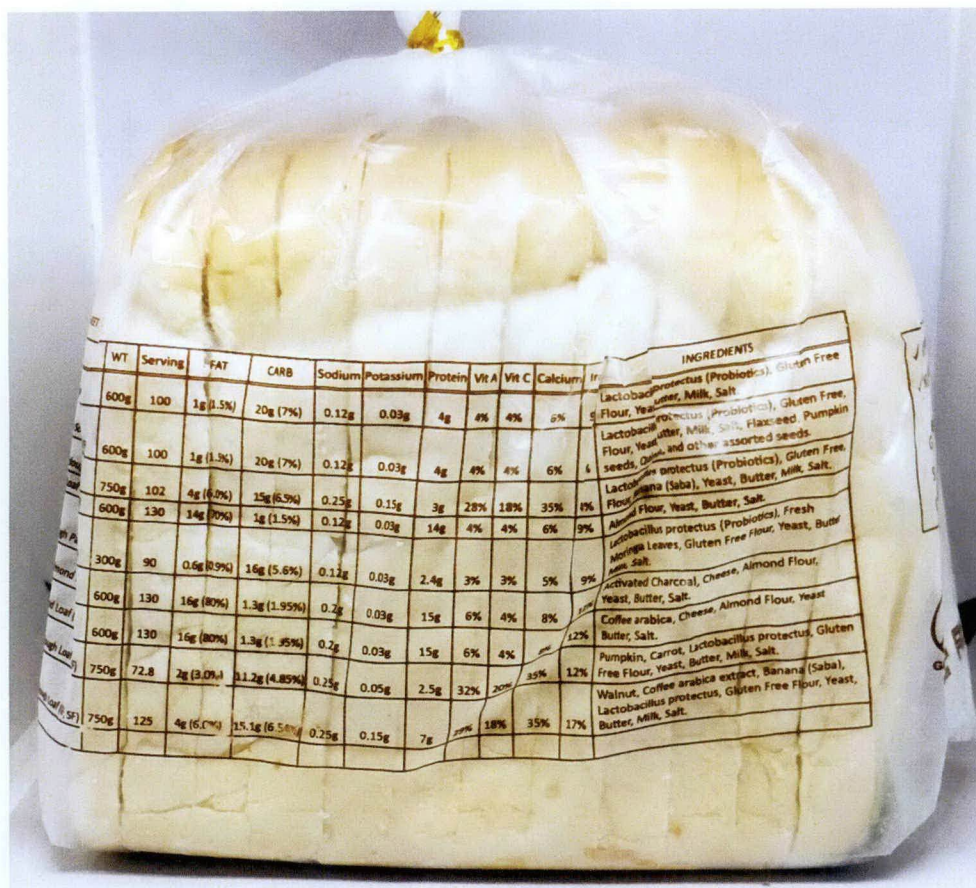


Figure 2. Information Panel of the Unregistered HEARTY BREAD'S EZEKIEL Bread Loaf

The FDA verified through post-marketing surveillance that the abovementioned food product is not authorized and the Certificates of Product Registration (CPR) have not 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.

Since this unregistered food product has not gone through evaluation process of the FDA, the agency cannot assure its quality and safety. The consumption of such violative products may pose health risks to consumers.

In light of the foregoing, the public is advised not to purchase the aforementioned violative product. Moreover, the public is advised to always check if a food product or food supplement 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.

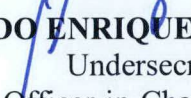
All concerned establishments are warned not to distribute violative food products until they have been issued the appropriate authorization, a License to Operate (LTO) for the establishment, and a CPR for the food product.

All FDA Regional Field Offices and Regulatory Enforcement Units, in coordination with law enforcement agencies and Local Government Units, are requested to ensure that violative products are not sold or made available in the market or areas of jurisdiction.

Kindly contact the FDA Center for Food Regulation and Research through e-mail at cfrr@fda.gov.ph, or call (02) 857-1900 loc. 8112 or 8105.

To report any sale or distribution of unregistered food products, 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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