



FDA ADVISORY
No. **2019-421**

06 NOV 2019

TO: THE GENERAL PUBLIC

SUBJECT: Public Health Warning Against the Purchase and Consumption of the following Unregistered Food Products and Food Supplement:

1. **FORZA ROGUE FOR MEN DIETARY FOOD SUPPLEMENT PERFORMANCE PRO-SERIES**
2. **PURE REFINED SUGAR**
3. **LITTLE PRINCESS FLOWER MUSHROOM**
4. **HARVEY BLUE CAT PUDDING STICK**
5. **BONART FINGER CHEWIES LOONEY TUNES™ ASSORTED FLAVORS**

The Food and Drug Administration (FDA) warns the public from purchasing and consumption of the following unregistered food products and food supplement:



Figure 1. Unregistered FORZA ROGUE for Men Dietary Food Supplement Performance Pro-Series





Figure 2. Unregistered PURE Refined Sugar



Figure 3. Unregistered LITTLE PRINCESS Flower Mushroom



Figure 4. Unregistered HARVEY Blue Cat Pudding Stick



Figure 5. Unregistered BONART Finger Chewies Looney Tunes™ Assorted Flavors

The FDA verified through post-marketing surveillance that the abovementioned food products and food supplement 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.

Since these unregistered food products and food supplement 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.


ROLANDO ENRIQUE D. DOMINGO, MD, DPBO
Undersecretary of Health
Officer-in-Charge, Director General