



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



FDA ADVISORY

11 MAR 2020

No. **2020-378**

TO: GENERAL CONSUMING PUBLIC

SUBJECT: Public Health Warning Against the Purchase and Use of Unnotified Cosmetic AIM™ ANTICAVITY FLUORIDE GEL WHITENING TOOTHPASTE FRESH MINT WITH BAKING SODA

The Food and Drug Administration (FDA) warns the public from purchasing and using the unnotified Cosmetic product, **AIM™ ANTICAVITY FLUORIDE GEL WHITENING TOOTHPASTE FRESH MINT WITH BAKING SODA** (Refer to the image below).



The abovementioned product was verified by FDA through postmarketing surveillance and shows no record of valid Certificate of Product Notification (CPN) as a form of authorization. Pursuant to Book II, Article I, Section 1 (a) of the Rules and Regulations Implementing 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 any health product without the proper authorization from the FDA is prohibited.

Since the abovementioned unnotified cosmetic product has not gone through the notification process of the FDA, the agency cannot assure their quality and safety. The use of such violative products

