



FDA ADVISORY
No. **2020-500**

30 MAR 2020

TO: THE GENERAL PUBLIC

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

1. **PURPLE SUPREMACY Purple Corn Juice Drink**
2. **PURPLE SUPREMACY Kopi Supremo**
3. **HONEY PURO Pure Wild Honey**
4. **KINGWOFU CLASSIC NUTS Almond**
5. **SABAVA Mixed Fruit and Vegetable Chips**

The Food and Drug Administration (FDA) advises the public from purchasing and consuming the following unregistered food products:



Figure 1. Unregistered PURPLE SUPREMACY Purple Corn Juice Drink





Figure 2. Unregistered PURPLE SUPREMACY Kopi Supremo

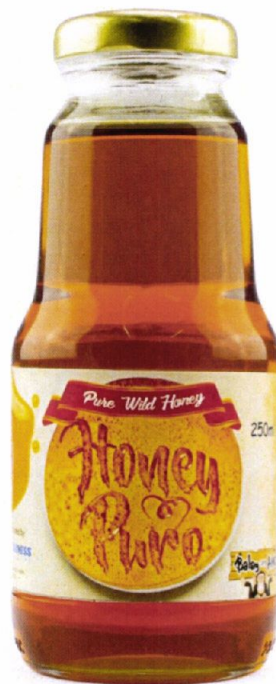


Figure 3. Unregistered HONEY PURO Pure Wild Honey



Figure 4. Unregistered KINGWOFU CLASSIC NUTS Almond



Figure 5. Unregistered SABAVA Mixed Fruit and Vegetable Chips

The FDA verified through post-marketing surveillance that the abovementioned food products are 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 these unregistered food products have not gone through evaluation process of the FDA, the agency cannot assure their 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 products. 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 products.

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.

To report any sale or distribution of unregistered food products, kindly contact us through email at ereport@fda.gov.ph.

Dissemination of this advisory to all concerned is hereby requested.


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Director General

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