



30 MAY 2018

**FDA ADVISORY**  
No. **2018-192**

**TO: THE GENERAL PUBLIC**

**SUBJECT: Public Health Warning Against the Unapproved and Misleading Advertisements and Promotion of PURTIER Deer Placenta Plus Food Supplement Monitored from Various Websites on the Internet**

The Food and Drug Administration (FDA) warns the public against the following unapproved, false and misleading advertisements and promotion of **PURTIER Deer Placenta Plus Food Supplement** monitored from various websites on the internet:



The **5<sup>th</sup>** Edition

REVOLUTION OF  
**PURTIER PLACENTA**

The capsule is a breakthrough of current technology limitation, containing 10,000mg of Deer Placenta, and is made up of a 50:1 high concentration ratio. Furthermore, with the addition of Dendrobium in the latest edition, every capsule now contains 10 precious nutrients required by the body, greatly enhancing the efficacy of PURTIER Placenta, making it a unique and precious health supplement! Staying true to its purpose and continually improving its formula, PURTIER Placenta provides the ultimate care for your health and reverses the passage of time.

Figure 1. Unapproved claims of Purtier Deer Placenta Plus Food Supplement



# REVERSING THE AGING PROCESS

In today's society, our health is inevitably affected by the rapid rise in industrial growth, faster pace of life, diet, stress and environmental pollution.

As we age, we are at risk of developing various chronic illnesses and lifestyle diseases. Non-infectious and metabolic disorders are also gradually invading human health. These chronic illnesses, many of which could be prevented, are just like silent killers, imperceptibly eroding our lives.

"Prevention is better than cure" is the fundamental principle of good health. Actually, our bodies possess the ability to build our own anti-aging mechanism. You might not be able to stop the passage of time, but you could start a plan to maintain your youth and keep your body in the best condition. Known as the "Rolls-Royce of health supplements", PURTIER Placenta contains 10 precious ingredients which have been made into a top quality product to keep your body healthy and energetic!

[Learn More about FIFTH Edition](#)

Figure 2. Unapproved claims of Purtier Deer Placenta Plus Food Supplement

# LIVE-CELL THERAPY

Live-Cell Therapy is the only process in the world that is proven to be safe and effective in reversing the aging process, regaining your health, and achieving energy and vitality. Its amazing efficacy is evident from the rising number of people who use Live-Cell Therapy. Ever since Live-Cell Therapy was developed, its miraculous rejuvenation properties have helped numerous people to regain their youth and vitality. It has also become the trusted choice of the rich and famous to defy aging and attain perennial youthfulness.

Live-Cell Therapy doctors firmly believe that Live-Cell Therapy is just like an organ transplant, with the ability to make aging cells become younger.

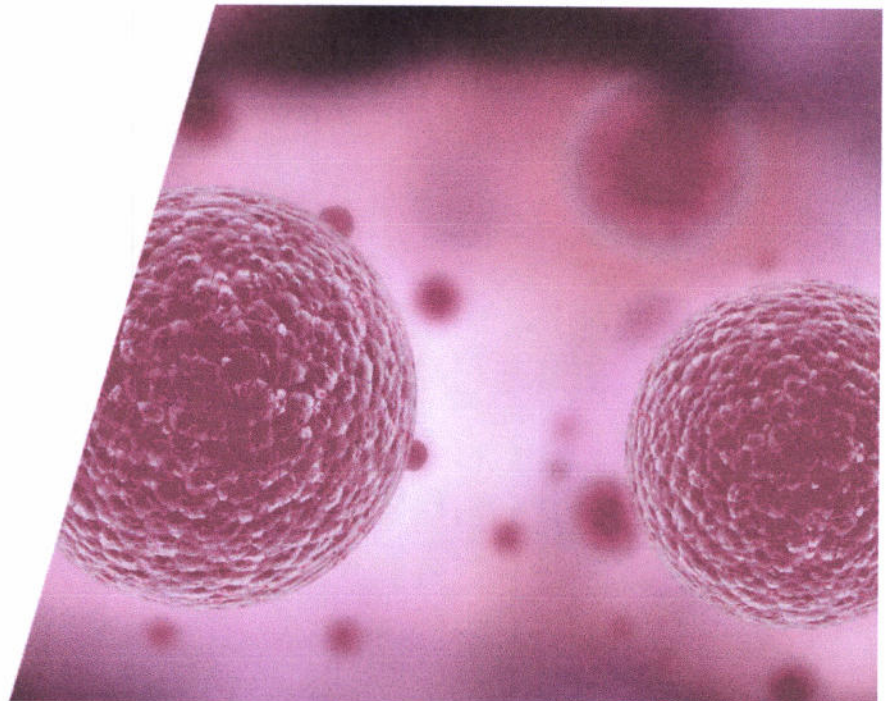


Figure 3. Unapproved claims of Purtier Deer Placenta Plus Food Supplement

## PURTIER PLACENTA PHILIPPINES



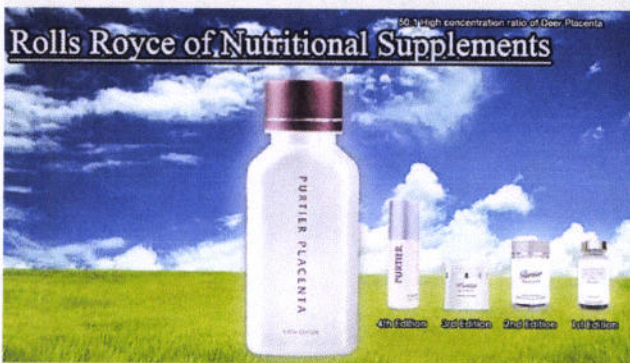
PROTECT, REPAIR, and RENEW your body! REVERSING the Aging Process!

PURTIER Placenta is formulated using carefully chosen fresh Deer Placenta which is rich in nutrients and active live cells. New Zealand is specially selected as the origin production country of PURTIER Placenta as it is widely known to be one of the least polluted places on earth.

According to scientists, one of the most important functions of the unique components of fresh Deer Placenta is to strengthen the body immune system. Strong immune system plays a crucial role in promoting longevity, and enable every cells, organs and body to remain in their optimal health condition.

Deer Placenta is specially chosen as the main active ingredient for PURTIER Placenta because of its bio-compatibility with human, together with the other 9 precious natural ingredients.

Figure 4. Unapproved claims of Purtier Deer Placenta Plus Food Supplement



### What's New in Purtier Placenta 5th Edition?

The highlight of the 5th Edition PURTIER Placenta – Dendrobium, a newly added ingredient that is commonly known as the herbal warrior in Chinese medical history, is a highly-valued herb which is extremely rare, difficult to obtain (grows at cliffs and long growth period). It has high nutritional benefits – combats fatigue, promote circulation, dilates blood vessels, helps to lubricate joints etc.

Besides the highlight of PURTIER Placenta, we have increased our concentration ratio of deer placenta from 20:1 to 50:1.

Figure 5. Unapproved claims of Purtier Deer Placenta Plus Food Supplement

## Benefits of the 10 precious ingredients

Deer Placenta • Dendrobium • Avocado Oil • Aloe Vera • Marine Collagen • Evening Primrose Oil • Borage Oil • Xanthone • Lycopene Oil • Squalene

The overwhelming popularity of PURTIER Placenta 5th Edition is partly due to the perfect union of its precious and rare ingredients that is combined with the best formula. The 10 ingredients were selected after careful consideration, and countless researches were done to ensure that they were the most suitable for absorption by the body. It helps to protect and strengthen body in our fast pace life, continuous consumption will help to regulate body functions, boosts energy, maintains youthfulness and provide nutrients needed by the body in long term.



DEER PLACENTA

- Rich in stem cells with regenerative properties that may repair and replace damaged tissues
- Boosts immune system
- High potency formula that wakes dormant cells to work again

Figure 6. Unapproved claims of Purtier Deer Placenta Plus Food Supplement

The public is hereby **warned** that the aforementioned claims were not duly approved by the FDA. Food products including food supplements should not bear any misleading, deceptive, and false claims in their labels and/or any promotional materials that will provide erroneous impression on products' character or identity.

**PURTIER Deer Placenta** is a registered food supplement with **NO APPROVED THERAPEUTIC CLAIMS**. The FDA is reiterating that food supplements shall not, in any way, prevent and cure any disease conditions.

For more information and inquiries, please e-mail us at [info@fda.gov.ph](mailto:info@fda.gov.ph). To report the sale or distribution of unregistered food products and food supplements, utilize our online reporting facility, **eReport**, at [www.fda.gov.ph/ereport](http://www.fda.gov.ph/ereport), or e-mail us via [report@fda.gov.ph](mailto:report@fda.gov.ph), or call us at the Center for Food Regulation and Research (CFRR) hotline **(02) 857-1900 locals 8112 or 8115**.

Dissemination of the information to all concerned is requested.

  
**NELA CHARADE G. PUNO, RPh**  
Director General

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