



FDA CIRCULAR
No. 2021-013

17 JUN 2021

SUBJECT: INTERIM GUIDELINES OF THE CENTER FOR FOOD REGULATION AND RESEARCH (CFRR) FOR THE APPLICATION AND RECEIVING OF SALES PROMO PERMIT APPLICATIONS IN COMPLIANCE TO THE REPUBLIC ACT NO. 11032 OTHERWISE KNOWN AS THE EASE OF DOING BUSINESS AND EFFICIENT GOVERNMENT SERVICE DELIVERY ACT OF 2018

I. INTRODUCTION

The passing of Republic Act (RA) No. 11032, otherwise known as the “Ease of Doing Business and Efficient Government Service Delivery Act of 2018” has led to streamlining or simplifying the current system and procedures in applying for a Sales Promo Permit. However, the increase in the number of infections due to Covid-19 poses a threat to the safety of the clients and employees of Food and Drug Administration (FDA). It is the responsibility of FDA to respond to the needs of the “new normal” and to serve all stakeholders in the most convenient and efficient manner while complying with the health protocols to contain the spread of Covid-19.

Pursuant to the RA No. 11032 and following FDA Circular No. 2020-026 “Food and Drug Action Center (FDAC) New Normal Operational Guidelines of the Food and Drug Administration (FDA)”, the Center for Food Regulation and Research (CFRR) issue the following guidelines on the new normal processing of sales promo permit applications.

II. OBJECTIVES

This Circular aims to provide interim actions in the application and receiving of Sales Promo Permit of the Center for Food Regulation and Research.

III. SCOPE

This Circular shall apply to all stakeholders and the general public applying for the Sales Promo Permit under the CFRR.

IV. PROCEDURAL GUIDELINES

A. The applicant shall download and fill out the Integrated Application Form (IAF) at the FDA Website as per FDA Circular No. 2014-003.

B. The client shall secure a schedule of appointment/submission and request for Document Tracking Number to FDAC through email at fdac@fda.gov.ph. The subject



of the email shall follow the following format: **CFRR SALES PROMO PERMIT APPLICATION [Application Type], [Company Name]**:

E.g. CFRR SALES PROMO PERMIT APPLICATION INITIAL APPLICATION, ABC COMPANY

C. The client shall submit the requirements on the assigned scheduled date through email at cfr.salespromo@fda.gov.ph for pre-assessment. Promo Permit Applications are to be submitted **thirty (30)** days before the actual promo commences. The subject of the email shall follow the following format: **CFRR SALES PROMO PERMIT APPLICATION FOR PRE-ASSESSMENT [Application Type], [Doc Track Number], [Company Name]**

E.g. CFRR SALES PROMO PERMIT APPLICATION FOR PRE-ASSESSMENT INITIAL APPLICATION, 20211234567890

D. An application shall be pre-assessed based on the completeness and correctness of the requirements.

E. If the application has complete and compliant requirements, an email shall be sent to the company and an update at Document Tracking System informing its Authorized Representative on the result of the pre-assessment and instruction to proceed with payment. If the application is incomplete, the applicant shall be advised to secure a new appointment schedule to submit the application for pre-assessment. The client shall be required to request for a new Document Tracking Number (DTN) and schedule of appointment. The use of old DTN shall not be allowed for resubmission of applications for pre-assessment.

F. The client may email cfr@fda.gov.ph for any clarification regarding the result of pre-assessment

G. Payment of the corresponding assessed fee shall be made through any applicable payment system prescribed by the FDA.

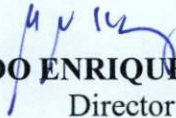
H. All payments will be posted and verified by the Cashier at the FDA Document Tracking System. An instruction to proceed with the payment shall be emailed to approved pre-assessed applications. The applicant company will be advised that applications shall be on pending status until the proof of payment is received, validated and posted by FDA Cashier at the FDA Document Tracking System.

I. Once payment has been posted and verified, email application to fdac.pacd@fda.gov.ph through file-sharing platforms.

J. Schedule for Sales Promo Permit submission is every Friday.

V. EFFECTIVITY

This Order shall take effect after fifteen (15) days following its publication in a newspaper of general circulation and upon filing three (3) certified copies to the University of the Philippines Law Center


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Director General

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