



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



22 January 2016

FDA CIRCULAR
No. 2016 - 001

TO : FOOD SUPPLEMENT ESTABLISHMENTS, MASS AND SOCIAL MEDIA ADVERTISERS, THE ADVERTISING STANDARDS COUNCIL, TELEVISION AND MOBILE NETWORKS AND OTHER CONCERNED PARTIES

SUBJECT : Reiteration of FDA Memorandum Circular No. 2015-003 dated 06 February 2015 and FDA Memorandum Circular No. 2014-014-A of the Guidelines on the Placement of Advertisement in all Forms of Mass and Social Media, Billboards and Public Transport dated 06 November 2014

The increase of unscrupulous promotions and advertisements of food supplements in all possible forms of media has continuously hounded the safety of the consumers. Specifically, such violations include misuse or omission of the message or phrase "No Approved Therapeutic Claims", and its translation into the "Tagalog" version (FDA Memorandum Circular No. 2015-003), as well as the unauthorized inclusion of the FDA logo and/or name in advertisements and promotions.

Despite all issued policies, warnings and sanctions as to the above-mentioned violations, the FDA has noted increasing incidences of repeated abuse by a number of establishments promoting food/dietary supplements with dubious, inaccurate, false, deceptive or misleading claims about their efficacy and/or nutritional, medicinal or health-enhancing attributes.

In this regard, the DOH/FDA Directive calls the attention of all food supplement establishments to refrain from all unethical practices relating to advertisements and product promotions. Pursuant to DOH Administrative Order 2010-0008, Section IV (D), second paragraph, all are reminded that in case of omission or violation "*xxx the FDA shall call upon any erring owner, manufacturer, distributor or advertiser, and/or their agents to cease and desist outright from advertising, promoting and /or using any sponsorship activity or material any Food/Dietary Supplement in question, without prejudice to any action of seizure by the FDA granted to it by Republic Act No. 9711. The applicable penalties as prescribed by the above law and regulations shall be imposed ...*"

Dissemination of the information to all concerned is hereby requested.


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OIC, Director General



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