



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



06 November 2014

FDA Memorandum Circular

No. 2014-014-A

TO : ALL FOOD SUPPLEMENT ESTABLISHMENTS, MASS MEDIA AND SOCIAL MEDIA ADVERTISERS, PROMOTION AGENCIES AND ORGANIZATIONS, AND OTHER CONCERNED PARTIES

Subject : Guidelines on the Placement of Advertisement in all forms of Mass and Social Media, Billboards, and Public Transport

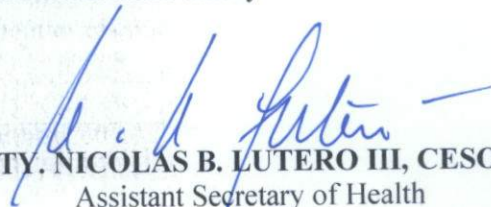
The proliferation of unethical promotions and advertisements of food supplement in social media, and placement of the same in billboards public transport has increased considerably which may have compromised public safety. Product flyers have been circulated which has included the use of superlatives and claims of cure.

FDA regulations are clear that food supplements, which must be FDA registered, are not allowed to have any therapeutic claims nor any superlatives in their advertisements and promotions. Any claim to a product's safety, efficacy and quality must be evidenced based and adequately supported by clinical studies. Further, these advertisements have included the unauthorized use of the FDA name and logo for which FDA has issued FDA Memorandum Circular 2013-030.

Relative thereto, it is hereby ordered that no person, establishment or organization shall include in its promotional and advertisement activities, any claim that has not been approved by FDA. All advertisement claims must be based on the approved product label. Likewise, the use of the FDA name and logo are prohibited as provided for in the third paragraph of MC 2013-030.

All food supplement establishments are directed to comply with this Circular. Non-compliance shall be meted out the appropriate sanctions/penalties as provided for in RA 9711.

This Memorandum Circular shall take effect immediately.


ATTY. NICOLAS B. LUTERO III, CESO III
Assistant Secretary of Health
OIC, Food and Drug Administration

