



Republic of the Philippines  
Department of Health  
**FOOD AND DRUG ADMINISTRATION**



13 August 2013

**FDA Memorandum Circular**  
No. 2013-030

**TO : All Health Product Establishments, Advertising and Promotional Agencies and Organizations, and Other Concerned Parties**

**SUBJECT : GUIDELINES ON THE USE OF THE FDA LOGO AND NAME IN PROMOTIONAL, ADVERTISEMENT, SPONSORSHIP, MARKETING OR COMMERCIAL MATERIALS**

The FDA has observed that there are several instances where the Philippine FDA logo and name have been inappropriately used in promotional, advertisement, sponsorship, and marketing or commercial materials.

All authorizations issued by the FDA are subject to post-market surveillance and their validity is dependent on the condition that the health product's safety, efficacy and quality, as well as the truthfulness or scientific soundness of any claims, are maintained according to the standards set by the FDA.

It is hereby ordered, that no person, establishment or organization, shall use the FDA logo, the words "Food and Drug Administration" or "Philippine FDA, the initials "FDA", or any imitation of such words, initials, or logo in print and other forms of broadcast media, including the internet, in connection with any health product, merchandise, impersonation, solicitation, or commercial activity in a manner that convey that such use is approval, endorsement, or authorization by the FDA (e.g. "FDA-approved" or "This product is approved by the FDA") unless with written permission from the agency.

All establishments and health products that are subject of promotional, advertisement, sponsorship, marketing or commercial materials shall use only the License to Operate Number, Certificate of Product Registration Number, and/or Certificate of Notification Number for cosmetic products, to reflect the authorization issued by the FDA.

For further clarification please email [info@fda.gov.ph](mailto:info@fda.gov.ph). This memorandum circular shall take effect immediately.

  
**KENNETH Y. HARTIGAN-GO, MD**  
Acting Director General

