



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



FDA ADVISORY
No. **2017-014**

03 MAR 2017

TO: THE GENERAL PUBLIC

SUBJECT: Public Health Warning Against the Purchase and Consumption of the Following Unregistered Food Product and Supplement:

- 1. Cappuccino Maximen Coffee**
- 2. White Allure 12 in One Premium Collagen Drink 13,000 mg**

The Food and Drug Administration (FDA) advises the public against the purchase and consumption of the following unregistered food product and supplement:

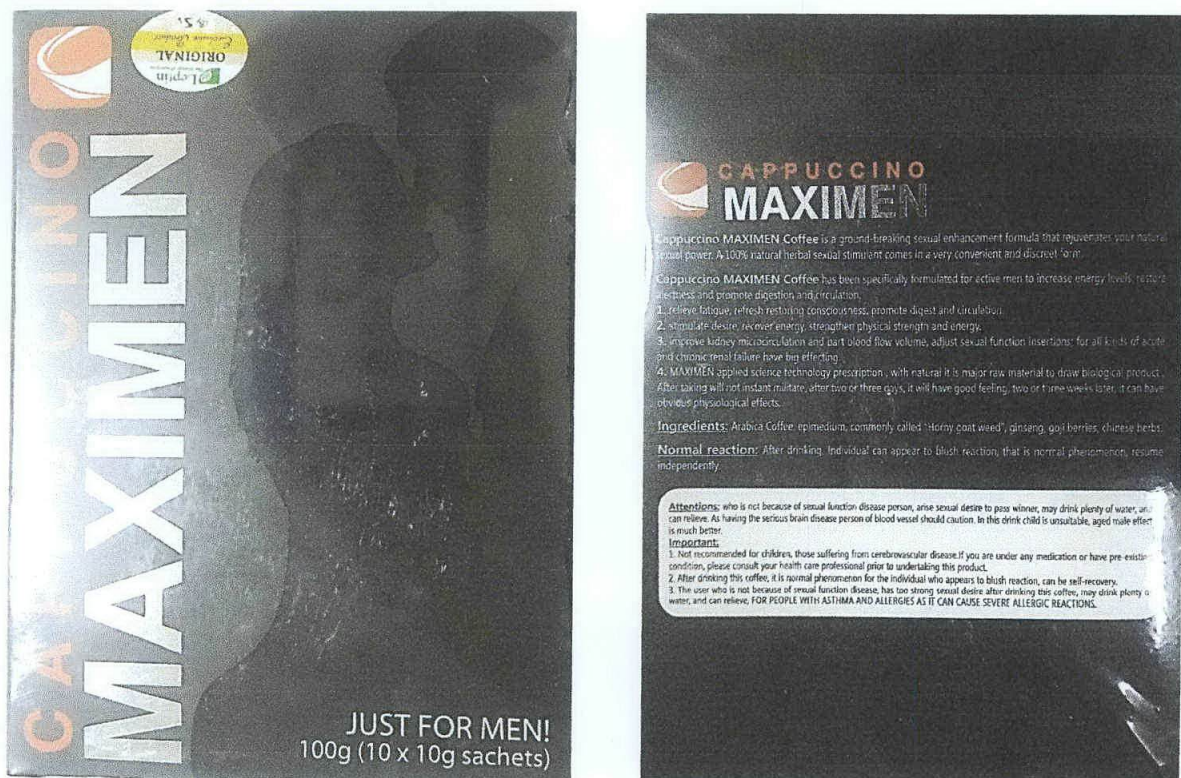


Figure 1. Unregistered Capuccino Maximen Coffee



**13,000mg
COLLAGEN
per bottle**

WHITE ALLURE

12 IN ONE

Premium COLLAGEN DRINK

プレミアム
コラーゲン ドリンク

*Drink Your Way
To Beautiful Skin*

Hydrolyzed Collagen

Placenta

Glutathione

CoQ10

Bird's Nest

Vitamin C

Chondroitin

Hyaluronic Acid

Tsubaki Camellia Seed Extract

Vitamin B1 or Thiamine

Vitamin B2 or Riboflavin

Vitamin B6

日本製
Made In Japan
No Approved Therapeutic Claims

WHITE ALLURE 12 IN ONE
Premium COLLAGEN DRINK
 プレミアム
コラーゲン ドリンク
*Drink Your Way
To Beautiful Skin!*

White Allure 12 in 1 Premium Collagen Drink is a beauty supplement drink that helps improve skin texture, firmness, increases tendon / joint flexibility and strength. It keeps skin moisturized from within and helps skin hydration. **What's in White Allure 12in1 Premium Collagen Drink?**

- Hydrolyzed Collagen** is an excellent product for those with a sedentary lifestyle who may suffer from repetitive joint pain or discomfort as it helps to increase bone strength, smoother joints and ligament mobility or flexibility. It also helps maintain hair shine and health, skin elasticity and nail strength.
Forever Young: Collagen makes skin stronger, thicker and suppler, which is what makes skin smooth, firm and strong and young looking. But unfortunately as we age the skin loses collagen & your body gradually produces less & less, leading to wrinkles. As such, it is an important substance for those looking for ways to fight the visible effects of aging on the skin.
- Placenta** is attributed to liver function improvement effect (detoxification) in addition to diabetes prevention and an effective tool against metabolic syndrome.
- Glutathione** is a very powerful antioxidant that protects the body by targeting and destroying reactive oxygen molecules and free radicals. Glutathione is said to give skin lightening effect and reduction in age spots. Even cells in the healthiest of individuals constantly need to replenish their glutathione supply. Glutathione is emerging as one of the keys to the health puzzle and is referred to as the body's master antioxidant.
- CoQ10** is claimed to help in cases of congestive heart failure, cancer, Parkinson's disease, headaches, blood pressure, periodontal disease, and even muscular dystrophy. In particular, CoQ10 helps alleviate heart failure symptoms and reduce the aging process. Moreover, the supplement is believed to boost energy levels and accelerate recovery after exercise.
- Bird's Nest** is an excellent source of protein and contains properties that help regenerate skin and prevent premature ageing. Regular consumption promotes youthful smooth complexion, giving it a healthier skin tone and a more radiant glow. It also helps to strengthen lungs and liver and improves metabolism.
- Vitamin C** is responsible for creating & maintaining collagen, the glue that holds the body together. This antioxidant strengthens blood vessels & gives skin its elasticity & strength.
- Chondroitin** is a molecule that occurs naturally in the body. It is a major component of cartilage - the tough, connective tissue that cushions the joints. Chondroitin helps keep cartilage healthy by absorbing fluid into the connective tissue. It may also block enzymes that break down cartilage, & it provides the building blocks for the body to produce new cartilage.
- Hyaluronic Acid** improves skin hydration, stimulates production of collagen in skin, works as an antioxidant and free radical scavenger, maintains skin elasticity, cushions joints and nerve tissues, has an antibacterial and anti-inflammatory activity and maintains the fluid in the eye tissues, which may help to protect against numerous possible eye concerns.
- Tsubaki Camellia Seed Extract** is rich in oleic acid and vitamins A, B, D and E as well as nourishing Omega 3, 6 and 9. The molecular weight of the extract is an almost identical match for skin, allowing it to absorb quickly and thoroughly.
- Vitamin B1 or Thiamine** maintains the muscle tone along the walls of the digestive tract and promotes the health of the nervous system, skin, hair, eyes, mouth, and liver. It also improves the body's ability to withstand stress and is often called the "anti-stress" vitamin.
- Vitamin B2 or Riboflavin** helps breakdown fat, proteins, and carbohydrates into smaller particles that are burned to obtain energy. Vitamin B2 riboflavin helps produce red blood cells and protects the nervous system. It helps reduce tingling and numbness, anxiety, stress, and fatigue, in addition to strengthening the immune system.
- Vitamin B6** helps your skin by reducing the amount of homocysteines in your blood. Homocysteines affect both your circulation system and endocrine system. High homocysteines levels also trigger stress response, which can cause acne breakouts and hives. Increasing your vitamin B6 encourages better oxygenation of your skin cells and reduces its exposure to stress damage.

Drink your way to beautiful skin. Go ahead, try it! We know you will love the way it makes you look and feel. Love your skin, love your glow, love yourself.

Recommendations:

- For all Men and Women wanting to have supplement to provide the body with nutrients required to help maintain good skin, joint mobility and a healthy lifestyle.
- For those who want to keep moisturized skin
- For those who feel tired and want to improve performance in sports and support active lifestyle.
- For Skin improvement & lightening, lightening of freckles, wrinkles, and sags.

Figure 2. Unregistered White Allure 12 in One Premium Collagen Drink 13,000 mg

FDA post-marketing surveillance (PMS) activities have verified that the abovementioned food product and food supplement have not gone through the registration process of the agency and have not been issued the proper authorization in the form of Certificate of Product Registration. Pursuant to Republic Act No. 9711, otherwise known as the "Food and Drug Administration Act of 2009", the manufacture, importation, exportation, sale, offering for sale, distribution, transfer, non-consumer use, promotion, advertising or sponsorship of health products without the proper authorization from FDA is prohibited.

Accordingly, since unregistered food products and food supplements have not gone through evaluation and testing process of the FDA, the agency cannot guarantee their quality and safety. The consumption of such violative products may pose potential health hazards to the consuming public. 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.

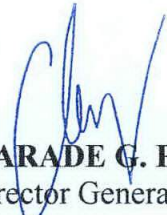
In light of the above, the public is advised not to purchase the aforementioned violative products. Moreover, the public is advised to be vigilant against food products that might not be duly registered with FDA. Always check if a food product has been registered with FDA before purchasing it by making use of the embedded *Search* feature of the FDA website accessible at www.fda.gov.ph.

All concerned establishments are warned not to distribute the above-identified violative food product and food supplement until they have already been covered by the appropriate authorization (product registration), otherwise, regulatory actions and sanctions shall be strictly pursued.

All Local Government Units (LGUs) and Law Enforcement Agencies (LEAs) are requested to ensure that these products are not sold or made available in their localities or areas of jurisdiction.

For more information and inquiries, please e-mail us at info@fda.gov.ph. To report continuous sale or distribution of the above unregistered food product and food supplement, utilize our online reporting facility, **eReport**, at www.fda.gov.ph/ereport, or e-mail us via report@fda.gov.ph, or call us at the Center for Food Regulation and Research (CFRR) hotline (02) 857-1991 to 93.

Dissemination of the information to all concerned is requested.


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Director General