



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



14 MAR 2017

FDA ADVISORY
No. **2017-085**

TO : **THE GENERAL PUBLIC**

SUBJECT : **Public Health Warning Against Unapproved and Misleading Advertisements and Promotion of BUAH MERAH MIX Posted in Social Media**

The Food and Drug Administration (FDA) warns the public against the following unapproved, false, and misleading advertisements and promotion of **Buah Merah Mix** posted in social media:



Figures 1 and 2. Unapproved claims of Buah Merah Mix





BUAH MERAH MIX
International by
William Henry Frondoza
@williamhenryfrondoza

Buah Merah Mix

Natural Anti-oxidants in Buah Merah Mix helps:

- Gives Extra Energy & Improves Stamina
- Boosts the Immune System
- Fights cancer cells
- Reduces Bad Cholesterol
- Normalizes Blood Sugar Level
- Detoxifies Toxins

FOOD SUPPLEMENT **Essensa**
Fragrances / Personal Care / Skin Care / Food Supplement / Natural

CANCER

GOITER

Diabetes

Liver Problem

DENGUE

Constipation

High cholesterol

MYOMA

Prostate Problems?

ASTHMA

BUAH MERAH MIX International by
William Henry Frondoza
+965 503 13824

Like Follow Share

Call Now Message

Figure 3. Unapproved claims of Buah Merah Mix Used in Social Media



Buah Merah Mix

Natural Anti-oxidants in Buah Merah Mix helps:

- Gives Extra Energy & Improves Stamina
- Boosts the Immune System
- Fights cancer cells
- Reduces Bad Cholesterol
- Normalizes Blood Sugar Level
- Detoxifies Toxins

FOOD SUPPLEMENT **Essensa**
Fragrances / Personal Care / Skin Care / Food Supplement / Natural

BUAH MERAH Mix Will help those are suffering from:

CANCER

GOITER

Diabetes

Liver Problem

DENGUE

Constipation

High cholesterol

MYOMA

Prostate Problems?

ASTHMA

Essensa Naturale

FOOD SUPPLEMENT
Fragrances / Personal Care / Skin Care / Food Supplement

Figure 4. Unapproved claims of Buah Merah Mix

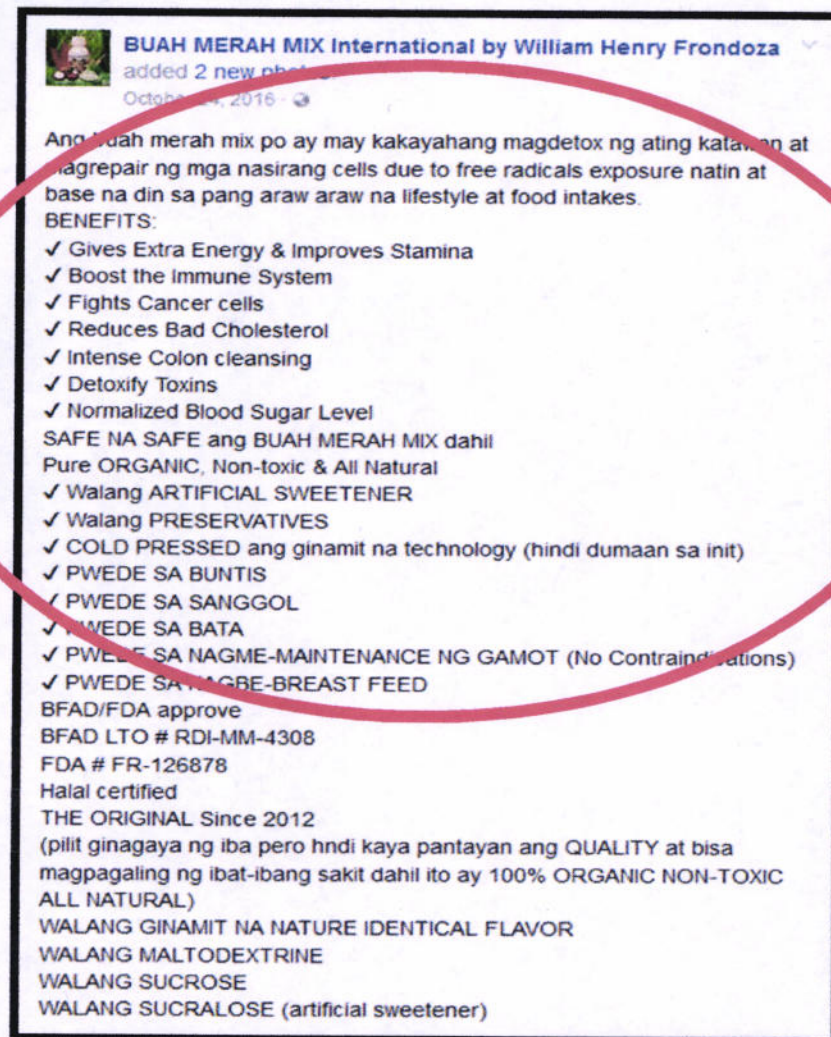


Figure 4. Unapproved claims of Buah Merah Mix

The public is hereby **warned** that the aforementioned claims were not duly approved by the FDA. 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.

Buah Merah Mix is a registered food supplement with no approved therapeutic claims. The FDA is reiterating that food supplements shall not, in any way, cure any symptoms or disease conditions.

Further to this, the FDA also warns the public on the use or provision of Buah Merah Mix and other similar food products to infants and to children without proper recommendation from their pediatricians.



Figure 5. Infant being provided with Buah Merah Mix.

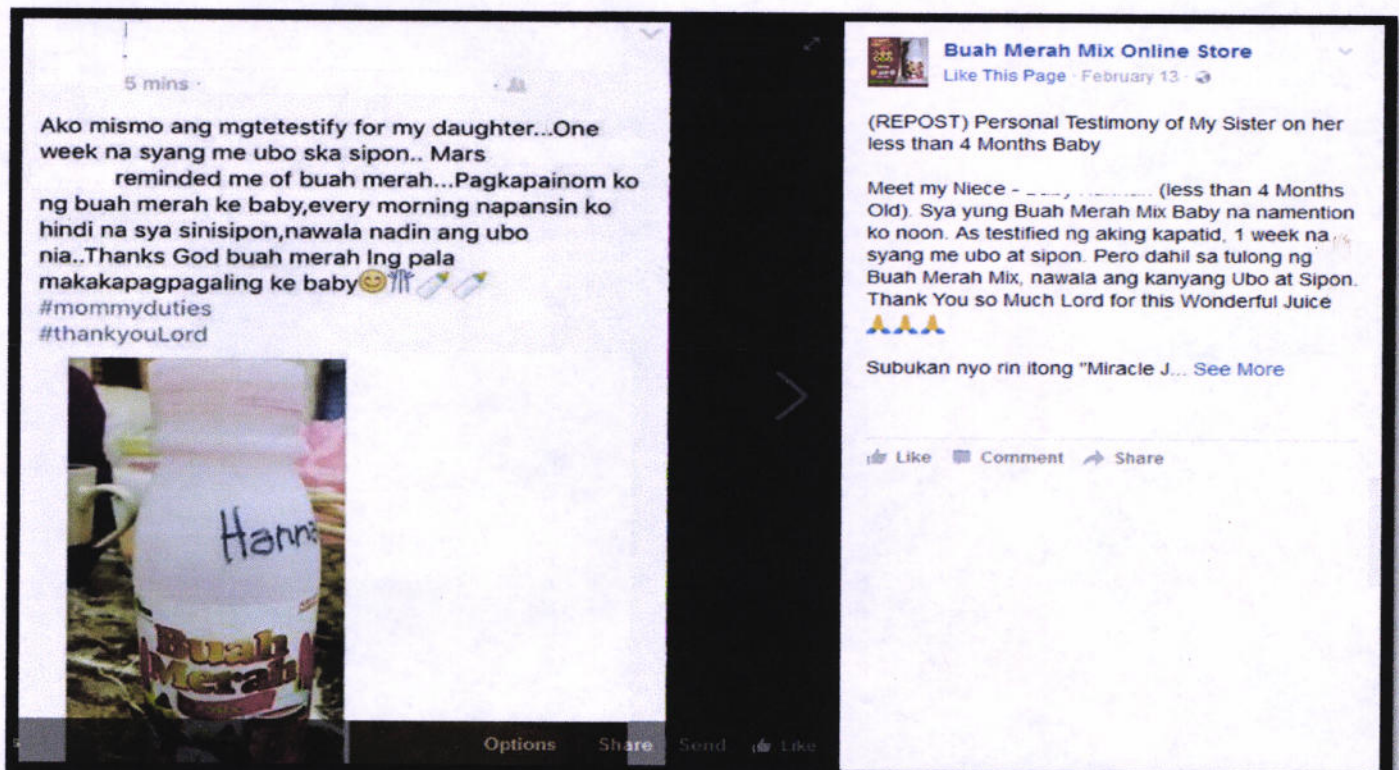


Figure 6. Testimonials on the use of Buah Merah Mix for an infant.

In protecting and promoting breastfeeding as the means of ensuring safe and adequate nutrition for infants, the FDA is reiterating the following as per Department of Health Circular No. 2008-0006:

- Breastmilk is the best for babies up to 2 years of age and beyond.
- Important Notice: There is no substitute for breastmilk
- Infants six months onwards should be given fresh, indigenous, and natural foods in combination with continued breastfeeding.

Therefore, the public is discouraged from providing these supplements and similar products, believed to cure or alleviate any symptoms or disease, to infants or children.

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 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.



NELA CHARADE G. PUNO, RPh
Director General

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