



FDA ADVISORY
No. **2017-110**

29 MAR 2017

TO: THE GENERAL PUBLIC

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

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

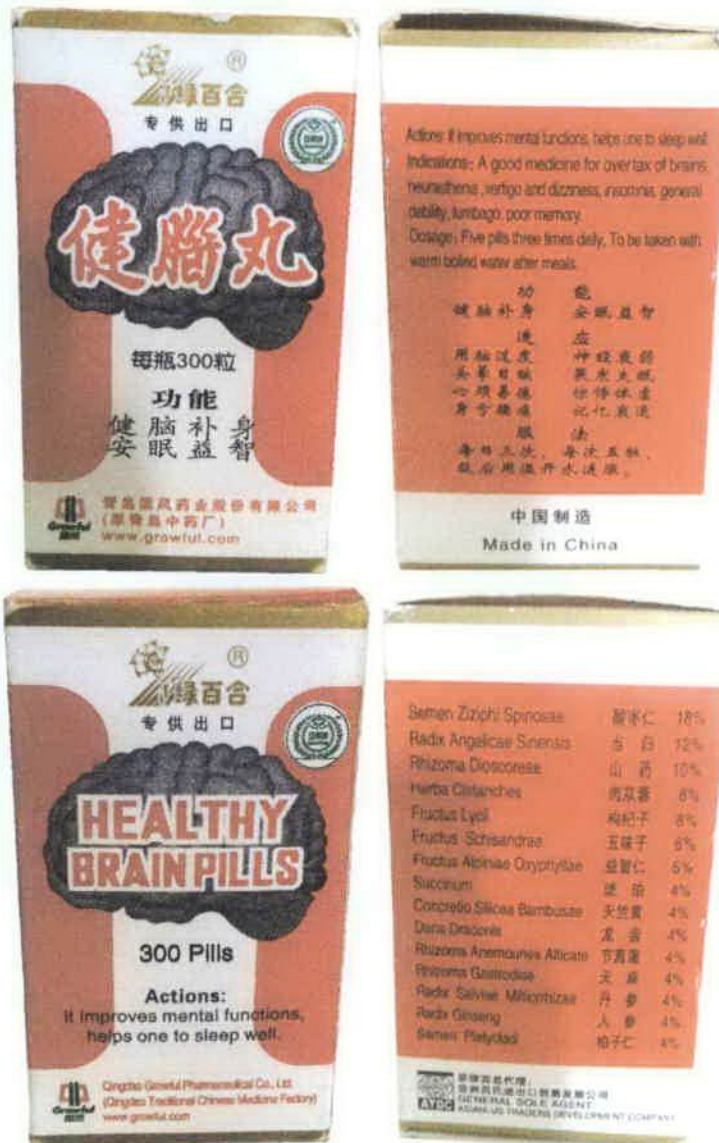


Figure 1. Unregistered Healthy Brain Pills





Figure 2. Unregistered Novo Puree Pure Bottled Water



Figure 3. Unregistered Holista Calcium Citrate

FDA post-marketing surveillance (PMS) activities have verified that the abovementioned food product and food supplements 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 supplements 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 supplements, 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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