

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



0 7 AUG 2017

FDA ADVISORY No. 2017-232

TO:

THE GENERAL PUBLIC

SUBJECT:

Public Health Warning Against TRENZ DIRECT SALES CORPORATION for Advertising Unregistered "PURPLE CORN JUICE" and other Food Products

with Therapeutic Claims

The public is warned that all food products being advertised by TRENZ DIRECT SALES CORPORATION in partnership with SMILE HEALTH OPTION CARE ENTERPRISES are not registered with the FDA. 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**.

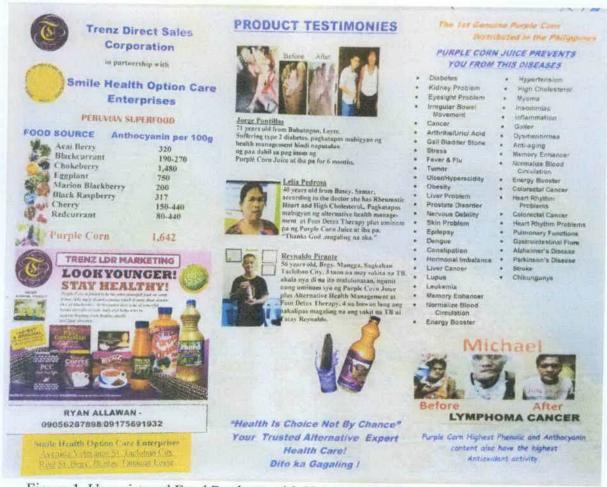


Figure 1. Unregistered Food Products with Unapproved Therapeutic Claims by the Establishment





Figure 1. Unregistered 'Purple Corn Juice" with Unapproved Therapeutic Claims by the Establishment

Likewise, all claims advertised by the said establishment in their brochure are false, deceptive, and misleading. As per Administrative Order 2010-0008, no person shall advertise, promote, or use in any sponsorship any food/dietary supplements unless such product is duly registered and approved by the Food and Drug Administration. Therefore, all activities related to the distribution and advertisment of Trenz Direct Sales Corporation are in violation of RA 9711 and AO 2010-0008.

Accordingly, since unregistered food products 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 <a href="https://www.fda.gov.ph.">www.fda.gov.ph.</a>

For more information and inquiries, please e-mail us at <a href="mailto:info@fda.gov.ph">info@fda.gov.ph</a>. To report continuous sale or distribution of the above unregistered food supplement, utilize our online reporting facility, eReport, at <a href="mailto:www.fda.gov.ph/ereport">www.fda.gov.ph/ereport</a>, or e-mail us via <a href="mailto:report@fda.gov.ph">report@fda.gov.ph</a>, or call us at the Center for Food Regulation and Research (CFRR) hotline (02) 857-1900 loc. 8115 and 8112.

Dissemination of the information to all concerned is requested.

NELA CHARADE G. PUNO, RPh

Director General

DTN 20170724151950