



07 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**.

**Trenz Direct Sales Corporation**  
in partnership with  
**Smile Health Option Care Enterprises**

**PERUVIAN SUPERFOOD**

FOOD SOURCE	Anthocyanin per 100g
Acai Berry	320
Blackcurrant	190-270
Chokeberry	1,480
Eggplant	750
Marion Blackberry	200
Black Raspberry	317
Cherry	150-440
Redcurrant	80-440
<b>Purple Corn</b>	<b>1,642</b>

**TRENZ LDR MARKETING**  
**LOOK YOUNGER!**  
**STAY HEALTHY!**

RYAN ALLAWAN -  
09056287898/09175691932

Smile Health Option Care Enterprises  
Avenida Sarmiento, St. Andrew City,  
Rd. St. Regis, Pines, Pampanga, Luzon

**PRODUCT TESTIMONIES**

**Jorge Pontillas**  
71 years old from Bahatagon, Leyte. Suffering type 2 diabetes, pagkatapos mabigyan ng health management hindi naputalan ng pag dabil sa pag inom ng Purple Corn Juice at iba pa for 6 months.

**Lelia Pedrona**  
40 years old from Baco, Samar, according to the doctor she has Rheumatic Heart and High Cholesterol. Pagkatapos mabigyan ng alternative health management at Foot Detox Therapy plus uminom pa ng Purple Corn Juice at iba pa. "Thanks God, angaling na ako."

**Resnaldo Pirante**  
56 years old, Brgy. Mungga, Sagkaan Tacloban City, 3 taon na may sakit na TB, akala nya di na ito malulutasan, ngunit nang uminom nya ng Purple Corn Juice plus Alternative Health Management at Foot Detox Therapy, 4 na buwan lang ang nakalipas magaling sa ang sakit sa TB ni Tatay Reynaldo.

**PURPLE CORN JUICE PREVENTS YOU FROM THIS DISEASES**

- Diabetes
- Kidney Problem
- Eyesight Problem
- Irregular Bowel Movement
- Cancer
- Arthritis/Uric Acid
- Gall Bladder Stone
- Stress
- Fever & Flu
- Tumor
- Ulcer/Hyperacidity
- Obesity
- Liver Problem
- Prostate Disorder
- Nervous Debility
- Skin Problem
- Epilepsy
- Dengue
- Constipation
- Hormonal Imbalance
- Liver Cancer
- Lupus
- Leukemia
- Memory Enhancer
- Normalize Blood Circulation
- Energy Booster
- Hypertension
- High Cholesterol
- Myoma
- Insomniac
- Inflammation
- Golter
- Dysmenorrhea
- Anti-aging
- Memory Enhancer
- Normalize Blood Circulation
- Energy Booster
- Colorectal Cancer
- Heart Rhythm Problems
- Colorectal Cancer
- Heart Rhythm Problems
- Pulmonary Functions
- Gastrointestinal Flom
- Alzheimer's Disease
- Parkinson's Disease
- Stroke
- Chikungunya

**Michael**  
**Before After**  
**LYMPHOMA CANCER**

Purple Corn Highest Phenolic and Anthocyanin content also have the highest Antioxidant activity

**"Health Is Choice Not By Chance"**  
**Your Trusted Alternative Expert Health Care!**  
**Dito ka Gagaling!**

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



**PURPLE CORN JUICE  
HEALTH BENEFITS**

Being there on mountain tops suffering the burning heat of the sun's UV rays, and along the coasts where strong winds and salty breezes dominate, purple corn fought to survive by producing more antioxidants, transforming itself into a powerful corn, deep purple in color (thus its rich antioxidants), and all thanks to God's evolutionary process.

Nutrition and food experts say natural crops colored deep purple have tremendous amounts of antioxidants, purple corn fought to survive specifically. And anthocyanin is one powerful antioxidant the nutrition world has ever met. The more purple color, the more powerful the food. Thus, purple corn is the most powerful food on the planet!

So, what does this mean? It simply means purple corn can powerfully help prevent or heal even major diseases like cancer. And the good news is, you don't have to eat kilos of this corn! Just drink enough a day! And "enough" means you consume at least a liter a month. Purple corn juice makes it possible for you to be a mere gulp away from excellent health.

**Why Purple Corn Juice is Powerful?**

It's called Anthocyanin—that micro-element in purple food crops, and other deep violet or blue colored vegetables and fruits, that makes this drink powerfully charged with health and energy boosters. Most folks who have had their first tall glass testify to its unique energizing and invigorating quality that makes you feel like you've just been recreated! Why so?

First, this super beverage is so rich in Vitamin C and E and in a way that is found in no other fruits or vegetables. In fact, its antioxidant capacity is better than these vitamins.

Second, aside from its many other phytonutrients, its anthocyanin content exceeds the count of even fruits deemed before as very nutritious. It has more anthocyanin than Acai, blueberries, or even chokeberries.

Third, purple corn anthocyanin has good effects on all your body systems, being a cell protector and booster. It follows then that with healthy cells you get healthy tissues, healthy organs, and finally a healthy body. Particularly, it protects your DNA cells from free radical damage. The healthier the DNA cells, the better your overall body health. When cells are destroyed by free radicals, they deform and mutate to form tumors and cancers, among other deadly diseases. Being in liquid form, it is quickly absorbed by the body in its systems. Try letting it stay a while under your tongue for better absorption. That's purple corn health, healing, and business for you.

**Smile Health Option Care Enterprises  
Ion Cleanse Body Detoxifying & Therapy**

**TREATMENT OF**

- Arthritis/Rheumatism
- Acne & Skin Disorders
- Kidney Problem
- Eczema
- All Types of Cancer
- Cough/Migraine
- Help Relieve Asthma
- Increase Energy
- Slimming w/o Exercise nor Pills

**EFFECTIVE IN PULLING OUT**

- Cholesterol
- Gall Bladder Stone
- Liver Stone
- Uric Acid
- Kidney Stones
- Non-essentials or Excess Fatty Acids
- Heavy Metals (Mercury, Cyanide, Cadmium, Chlorine, etc.)



**TREATMENT SESSION COLOR CHART  
(Water Color & Debris Analysis Guidelines)**

Color or Particle	Related to Area of the Body Being Detoxified:
Small like ammonia	Toxin from Kidney
Small like chlorine	The Whole body is being detoxified
Bubbling	Gas in the gastrointestinal tract
Black	Toxin from liver and gallbladder
Black Flakes	Toxin from liver (accumulated by heavy metals: Arsenic, Cadmium, Mercury, Lead, Copper, etc.)
Orange	Toxin from liver, Gallbladder, Pancreas, and Prostate
Grey Solids	Cholesterol, Fatty Acid, Uric Acid and Lactic Acid, uric acid, etc.
Orange	Toxin from blood vessels
Red/Yellow	Toxin from stomach, lungs, and heart
White Clouds - Like Particles	Most likely Yeast Infection (BACTERIA, FUNGUS, PARASITES, Dual index)
Light Blue	MUCOUS (from lymphatic system, immune system, etc.)
White Foam	Mucus from lymphatic system (immune system)
Yellow or Green	Toxin from kidneys, bladder, urinary tract, and reproductive system

**The ION CLEANSING DETOX MACHINE  
is basically used to:**

Increase energy (physical and mental), vitality and stamina. Detoxify the body of toxins, chemicals, radiation, pollution. Internally cleanse the body of parasites and toxins which result in reduced fluid retention, reduced inflammation, improved memory, greater bladder control, a more balanced pH, significant pain relief (gout and arthritic pains) including headaches.

**AVAILABLE! General Executive  
Alternative Check-up**

**SERVICES OFFERED**

- Cleansing Therapy
- Nutritional Therapy
- Foot Detox Therapy
- Steam Bath Therapy
- Acupuncture

**TREATMENT OF:**

- Cancer w/o Chemotherapy or Radiation Therapy
- Lung Diseases
- Hepato - Biliary Diseases
- Gastro - Intestinal Disease
- Genito - Urinary Disease
- Arthritis & Other Chronic Disease
- Cerebro - Vascular Disease (Stroke)
- Renal Failure w/o Dialysis
- Diabetes / Hypertension
- Cardio - Vascular Disease
- Auto Immune Disease
- Reproductive Disease



4-7-2017  
2:40 PM  
BACD SUNDAY  
TANAWAN LEYTE

**RYAN E. ALLAWAN, ND, MPH, MPH**  
Alternative Medicine Health Consultant  
Herbal Specialist

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*"Health is Choice Not By Chance"*  
Orla Ma Gagalinggil

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 advertisement 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 [www.fda.gov.ph](http://www.fda.gov.ph).

For more information and inquiries, please e-mail us at [info@fda.gov.ph](mailto: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](http://www.fda.gov.ph/ereport), or e-mail us via [report@fda.gov.ph](mailto:report@fda.gov.ph), 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

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