



07 AUG 2017

FDA ADVISORY
No. **2017-234**

TO: THE GENERAL PUBLIC

SUBJECT: Public Health Warning Against ELPIDIO ORTIZ TRADING for Selling Unregistered Food Supplements with Therapeutic Claims in Social Media

The Food and Drug Administration (FDA) warns the public against ELPIDIO ORTIZ TRADING for selling unregistered food supplements with therapeutic claims in social media:

INDICATION:
Cholesterol, Arthritis, Rheumatism, Detoxification, Diarrhea, Cyst, Menstrual problem, Jaundice, Bloody Urine, Hemorrhage, Toothache, Chest pain, Colic, Cancer Prevention, Inhibits Cancer Cell Growth and Metastases, Breast Cancer, Prostate Cancer, Lung Cancer, Colon Cancer, Leukemia, Improve liver function, Cardiovascular Protection, Blood Vessel Damage, Heart Disease, Protection against Alzheimer's Disease, Anti-inflammatory, Loss of Appetite, Kidney Problem, Headache, Water Retention, Worms, Leprosy or (Kataong), Depression, Bronchitis, Cold, Lung Infections, Gallbladder Disorders
Dosage: 1-2 Capsules a day

TURMERIC or LUYANG DILAW [Curcuma Longa]

Nutrient DRI/DV

manganese 17%	Turmeric, ground
iron 10%	2.00 tsp
vitamin B 65%	(4.40 grams)
fiber 4%	Calories: 16
copper 3%	GI: very low
potassium 3%	

50 capsules/500mg

AFTER MEAL / DRINK PLENTY OF WATER
NOT FOR PREGNANT
3-7-16 to 3-7-2018

The World Healthiest Food, Pure ORGANIC Herbal Capsule, For Internal

Figure 1. Label of Unregistered Turmeric or Luyang Dilaw Capsules with Unapproved Claims

INDICATION:

- Cancer Prevention
- Detoxification
- Lowers Blood Sugar
- Powerful Anti-Oxidant
- Improves Dryness of skin
- DNA Repair
- Stimulate Weight Loss
- Cholesterol Reduction
- Anti-inflammatory
- Boosts Energy & Immunity
- Combination of Micronutrients
- Diabetes
- Migraines
- Rhinitis
- Arthritis, Rheumatism, Growth

100% Pure Barley
The Miracle Healing Capsule

Nutrient Content

- Vitamin A/B/C/D • Potassium
- Iron • Calcium
- Sodium • Magnesium

AFTER MEAL/DRINK PLENTY OF WATER
NOT FOR PREGNANT
06-13-16 to 06-13-2018
READ TO NO. 1011-111-111-111

Food Supplement

The World Healthiest Food, Pure ORGANIC Herbal Capsule, For Internal

Figure 2. Label of Unregistered 100% Pure Barley Food Supplement with Unapproved Claims





Figure 3. Unregistered Turmeric or Luyang Dilaw Capsules by the Establishment
(Source: Facebook)

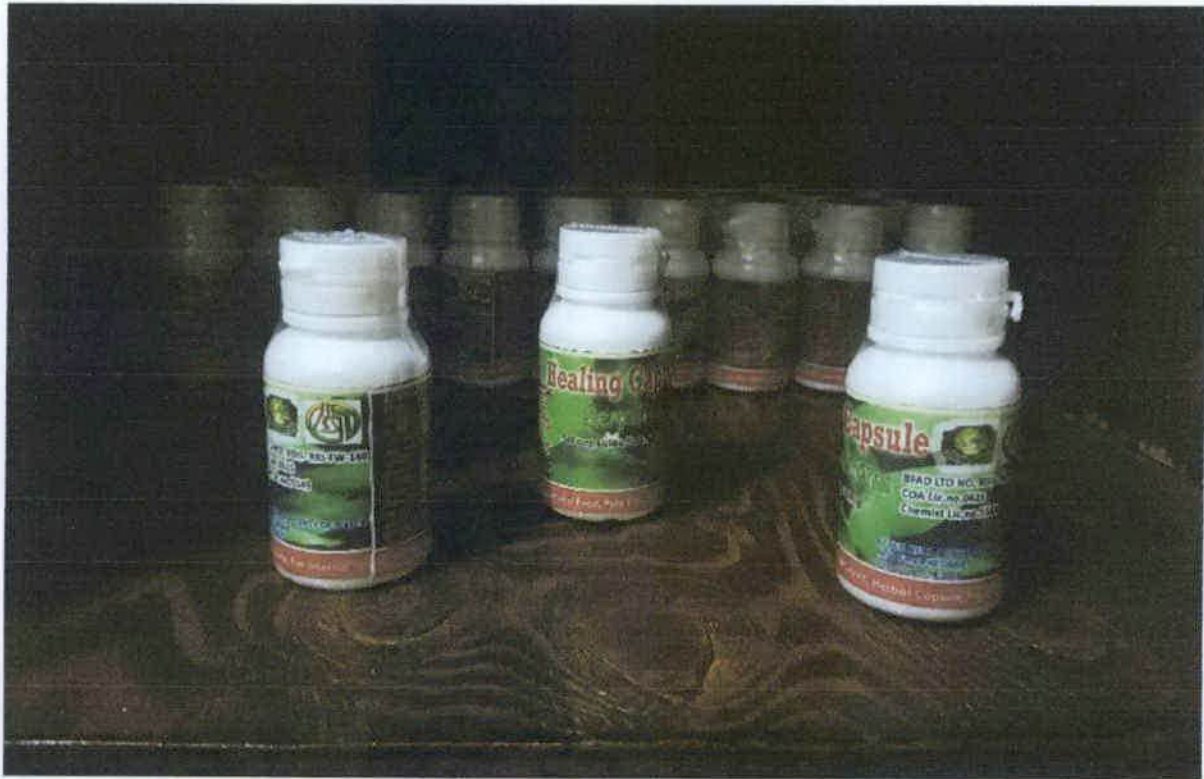


Figure 4. Unregistered Food Supplements by the Establishment (Source: Facebook)

The public is hereby warned that food supplements being advertised by ELPIDIO ORTIZ TRADING in social media 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**.


Likewise, all claims advertised by the said establishment 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.

Accordingly, since unregistered 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.

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) 857-1900 loc. 8115 and 8112.

Dissemination of the information to all concerned is requested.



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Director General

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