



FDA ADVISORY
No. 2017-247

11 AUG 2017

TO: THE GENERAL PUBLIC

SUBJECT: Public Health Warning Against Unapproved Advertisement and Promotion of Unregistered V-MORINGA Capsule with Therapeutic Claims

The public is warned that “V-MORINGA CAPSULE” is 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.

Benefits of V Moringa Capsule

1. Heal ulcers
2. Restrict tumors
3. Reduce arthritis pain
4. Control blood pressure
5. Balances blood sugar levels
6. Treat sexual dysfunction
7. Cure kidney stone problems
8. Promotes hair growth
9. Stimulates blood circulation
10. Improve overall kidney function
11. Aids healing of minor injuries and bruises
12. Improves functioning of digestive tracks
13. Control disorders of circulatory system

Moringa is Nutrient Powerhouse

- 7 times more potassium than Banana
- 2 times more protein in milk
- 4 times more calcium than milk
- 4 times more vit A than Carrots
- 7 times more vit C than Oranges
- 25 times more Iron than Spinach
- 36 times more magnesium than eggs
- 50 times more vit B3 than Spinach
- 50 times more vit B2 than Banana

Figure 1. Brochure of the Unregistered V-MORINGA Capsule with Unapproved Therapeutic Claims



Likewise, all claims advertised in the 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, the activities related to the distribution and advertisements of V-HERBAL PRODUCTS COMPANY are in violation of RA 9711 and AO 2010-0008.

Accordingly, since unregistered food supplement has not gone through evaluation and testing process of the FDA, the agency cannot guarantee its 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 product. 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 supplement until it has 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 this product is 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 food products and food supplements from the said establishment, 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) 8571900 loc 8115 and 8112**.

Dissemination of the information to all concerned is requested.


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Director General

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