

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



FDA ADVISORY No. 2017-269

2 0 SEP 2017

TO

THE GENERAL PUBLIC

SUBJECT

Public Health Warning Against Unapproved and Misleading Advertisements and Promotion of Unregistered MEICO PINUS PINE ENZOGENOL FOOD SUPPLEMENT Posted in Social

Media

The Food and Drug Administration (FDA) warns the public against unapproved, false, and misleading advertisements and promotion of unregistered Meico Pinus Pine Enzogenol posted in social media:



Figure 1. Unregistered Meico Pinus Pine Enzogenol Food Supplement







Figure 2. Sample blister pack of 10 capsules of unregistered Meico Pinus Pine Enzogenol

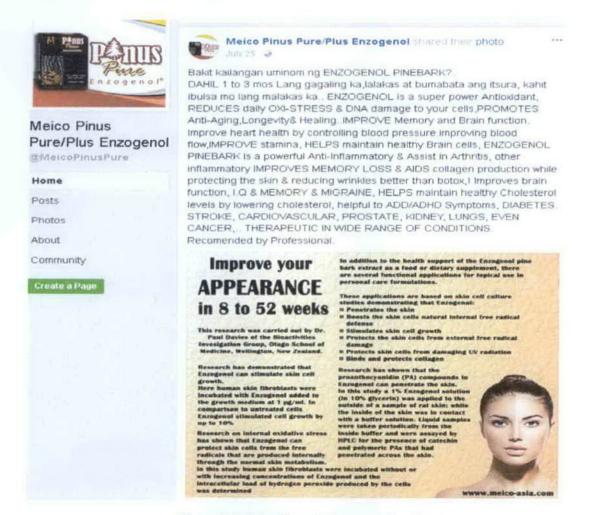


Figure 3. Misleading claims posted online (source: https://www.facebook.com/MeicoPinusPure/?ref=br\_rs)



Figure 4. Misleading claims posted online (source: https://www.facebook.com/MeicoPinusPure/?ref=br\_rs)

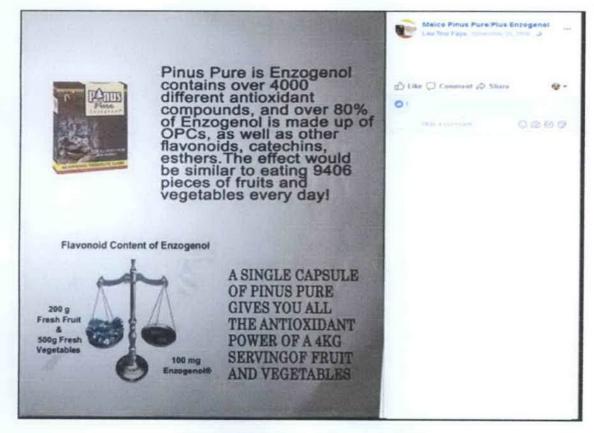


Figure 5. Misleading claims posted online (source: https://www.facebook.com/MeicoPinusPure/?ref=br\_rs)

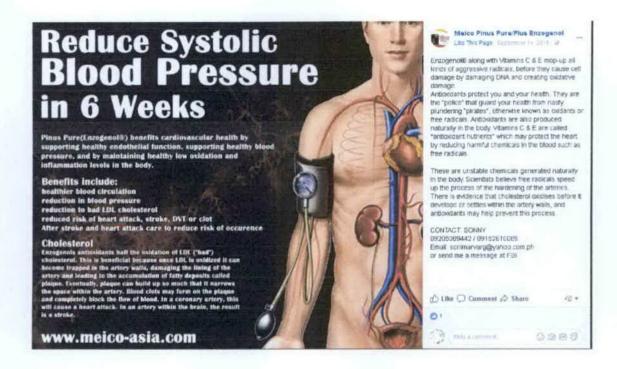


Figure 6. Misleading claims posted online (source: https://www.facebook.com/MeicoPinusPure/?ref=br\_rs)

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 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.

Furthermore, the public is hereby **warned** that the aforementioned therapeutic claims were not duly approved by the FDA. 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.

In light of the foregoing, 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 <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="https://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 20170914161418