



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



05 APR 2018

FDA ADVISORY
No. **2018-126**

TO: THE GENERAL PUBLIC

SUBJECT: Public Health Warning Against the following Unregistered LITE Food Products with Therapeutic Claims Being Sold in Social Media:

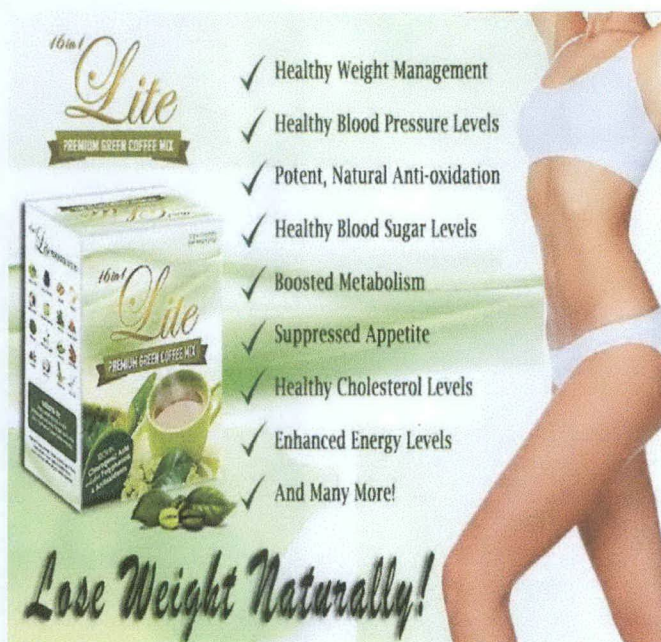
1. LITE 16in1 Premium Green Coffee Mix
2. LITE 16in1 Premium Health Drink
3. LITE 16in1 Premium Health Drink, Tropical Fruit Flavor

The Food and Drug Administration (FDA) warns the public against unregistered LITE food products with therapeutic claims sold online:



Figure 1. Unregistered LITE Food Products Monitored Online (Source: Facebook.com)





16in1 Lite
PREMIUM GREEN COFFEE MIX

- ✓ Healthy Weight Management
- ✓ Healthy Blood Pressure Levels
- ✓ Potent, Natural Anti-oxidation
- ✓ Healthy Blood Sugar Levels
- ✓ Boosted Metabolism
- ✓ Suppressed Appetite
- ✓ Healthy Cholesterol Levels
- ✓ Enhanced Energy Levels
- ✓ And Many More!

Lose Weight Naturally!



16in1 Lite Premium Health Drink
16 in 1 Lite Premium Green Coffee Mix

DETOXIFICATION
↓
APPETITE SUPPRESSANT & LESS HUNGER CRAVINGS
↓
INCREASED METABOLIC RATE
↓
BRIGHTEN & REJUVENATE

Figure 2. Unregistered 16in1 Lite Food Products with Unapproved claims
(Source: Facebook)



16in1 Lite
PREMIUM HEALTH DRINK BRAND

SLIMMING, WHITENING & ANTI-AGING

- ✓ HEALTHY WEIGHT MANAGEMENT
- ✓ HEALTHY BLOOD PRESSURE LEVELS
- ✓ POTENT, NATURAL ANTI-OXIDATION
- ✓ HEALTHY BLOOD SUGAR LEVELS
- ✓ BOOSTED METABOLISM
- ✓ SUPPRESSED APPETITE
- ✓ HEALTHY CHOLESTEROL LEVELS
- ✓ ENHANCED ENERGY LEVELS
- AND MANY MORE!

Lose Weight Naturally!

GLOBAL BRAND
FILIPINO
CONSUMERS CHOICE

Figure 3. Unregistered 16in1 Lite Premium Health Drink Brand with Unapproved claims
(Source: Facebook)

The public is hereby warned that food products being advertised 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**.

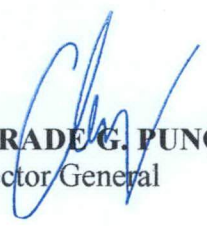
Likewise, all claims advertised by the said establishment are false, deceptive, and misleading. As per Administrative Order 2010-0008, no person shall advertise, promote, or use in any sponsorship any food/dietary supplements unless such product is duly registered and approved by the Food and Drug Administration.

Accordingly, since unregistered food 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.

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.


NELA CHARADE G. PUNO, RPh
Director General

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