



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



27 January 2014

FDA ADVISORY

No. **2014-010**

SUBJECT: Consumer Warning Against False, Deceptive and Misleading Claims and Promotional Ploys on “Alkaline Water” and “Oxygenated Water”

The Food and Drug Administration (FDA) has observed proliferation of stalls in the malls and other strategic places that are promoting and offering for sale or use equipment or devices that would change tap or bottled water into “alkaline” or “oxygenated” water. Vendors make declarations and promises to potential buyers that “alkaline” or “oxygenated” water removes every known chronic disease condition, acts as strong antioxidant, slows the aging process, and promotes greater absorption of nutrients. They also claim that alkaline water is rich in oxygen and that increased amount of oxygen boosts physical performance.

Although the FDA recognizes The United Nations General Assembly Resolution A/RES/64/292 (2010), which guarantees the right to safe and clean drinking water, therapeutic claims made on drinking water as a ploy to promote and market water must be substantiated through valid clinical trials. It is a violation of RA 9711, otherwise known as the FDA Act of 2009, to sell or offer for sale or use purification devices that allegedly produce water known as “alkaline water” or “oxygenated water” and make therapeutic claims without a Certificate of Product Registration (CPR). Vendo-type outlets or re-filling stations, and those engaged in the manufacture, importation and distribution of water with therapeutic claims should secure a License to Operate from the FDA before applying for a CPR.

Consumers are advised not to fall prey to these unscrupulous vendors and peddlers. Drinking alkaline, oxygenated or ionized water does not change the blood pH level.

The FDA warns all companies engaged in the business of supplying drinking water in containers with specific claims, such as “alkaline water” or “oxygenated” water to secure LTO from the FDA and to apply for a CPR. The FDA Act of 2009 (RA 9711) prohibits selling, offering for sale, distribution, advertisement, and promotion, among other marketing and advertisement activities, of unregistered health products.

To check if a health product is registered with the FDA, please log in at www.fda.gov.ph and type in the name of the product in the Search bar. To report any unregistered health product or establishment engaged in marketing or promotion of water

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purification device to produce “alkaline water” or “oxygenated water” with therapeutic claims, please email us via report@fda.gov.ph.


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