



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



30 April 2014

FDA Advisory
2014-032

**SUBJECT: False, Deceptive and Misleading Claims and Strategies to Promote
“IZUMI 5P ANTIOXIDANT ALKALINE WATER IONIZER”**

The Food and Drug Administration (FDA) issued Advisory No. 2014-010 dated 27 January 2014 warning consumers against false, deceptive and misleading claims regarding alkaline water and or water purification devices.

Despite issuance of the aforesaid advisory, the FDA has monitored the newspaper advertisement of IZUMI 5P ANTIOXIDANT ALKALINE WATER IONIZER published in the Philippine Daily Inquirer dated 31 March 2014 page A-25 entitled “The Secret to a Healthier, Longer Life” and Philippine Star, 4 April 2014 issue, page 13, allegedly comparing the benefits of drinking alkaline water produced by IZUMI IONIZER, to that of a Japanese Guinness Book of Records holder Oldest documented living person who was discovered to be drinking water from a preserved water source.

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THE SECRET TO A HEALTHIER, LONGER LIFE

Water distributes essential nutrients to cells and makes up to 75% of the body weight of an average human being. In fact, one can survive up to 4 weeks without food but no longer than 3 days without water.

In a research done by a British journalist for the Guinness Book of Records, the world's oldest documented living person is a 115-year-old man Shigechiyo Izumi from Japan. The journalist was amazed by Izumi and his people's vitality and the fact that he had worked until the age of 105. He then discovered that they were drinking from a preserved water source with unique characteristics of containing many essential minerals and is also very alkaline, with a pH level between 7 and 8.5.

The same Japanese technology is produced in every IZUMI alkaline water ionizer, which is now here in the Philippines. Distributed by AqualPure Water Systems & Equipment, Inc. the IZUMI 5P ANTIOXIDANT ALKALINE WATER IONIZER is a convenient, economical, safer, hassle-free way to produce antioxidant alkaline water by passing filtered tap water through a Water Ionizer.

To know more about the wonderful health benefits of IZUMI antioxidant alkaline water ionizer, call tel. #

806-0031; 0917-8967809;
0932-8783287 or visit
<http://www.izumilifestyle.com>



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The FDA also monitored IZUMI website at <http://izumilifestyle.com> and found that it is being used to advertise deceitful health and therapeutic claims, among others:



A quick search at the FDA website reveals that IZUMI ALKALINE WATER IONIZER is not registered with the FDA-Center for Device Regulation, Radiation Health, and Research. It is therefore a direct violation of RA 9711, otherwise known as the FDA Act of 2009, to sell or offer for sale or advertise the said purification device product that allegedly produce water known as “alkaline water” and make therapeutic claims unless covered by a Certificate of Product Registration (CPR) and the importer/distributor is licensed by the FDA.

Drinking alkaline water or ionized water does not change the blood pH level or remove every known chronic disease condition. There are no scientific and clinical studies that would support or back-up its health and therapeutic claims. Consumers are, thus, strongly advised not to fall prey to these type of misleading, deceptive advertisements and are forewarned against buying and using unregistered IZUMI ALKALINE WATER IONIZER since it is not an FDA-approved water purification device.

All consumers are advised to be more vigilant and critical about on-line and printed advertisements so as not to fall prey to the marketing schemes of unscrupulous companies.





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The importer and advertiser of IZUMI 5P ANTIOXIDANT WATER IONIZER is directed to immediately stop from further importing, advertising and selling the subject unregistered water purification device unless registered with the FDA.

For more information and inquiries, kindly email us at info@fda.gov.ph. To report unregistered health products or adverse reactions after using any health products, kindly email us via report@fda.gov.ph.


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