



27 May 2014

FDA Advisory  
No. **2014-045**

**SUBJECT: Public Warning against Advertisement, Promotion, Offer for Sale and Use of "LUXXE WHITENING, ENHANCED GLUTATHIONE"**

The Food and Drug Administration (FDA) has monitored the website of Facebook.com with links <https://www.facebook.com/pages/LUXXE-WHITE-enhanced-glutathione/139102299587901> and found that the website is being used to advertise, promote and offer for sale Luxxe Whitening, Enhanced Glutathione, thus:

**Enhanced Glutathione**  
It is considered as a MASTER ANTI-OXIDANT.  
Glutathione is a primary protectant of skin, lens, cornea, and retina against radiation damage. It also aids in detoxifying the liver, kidneys, lungs and other organs.

**Free form of Glutathione**  
It is clinically tested to be easily absorbed by the body, as compared to regular glutathione.

**Glutathione booster**  
LUXXE WHITE is an ENHANCED GLUTATHIONE ACCELERATOR, therefore it encourages your body to produce its own Glutathione naturally.

**LUXXE WHITE**  
ENHANCED GLUTATHIONE

**FDA**  
Food and Drug Administration  
190428 48720848

- \* REMOVES blemishes, pimples and acne problems.
  - \* CLEANS our internal organs especially the liver.
  - \* DETOXIFIES the body and DESTROYS free radicals that may lead to cancer.
  - \* PROTECTS the cell and is NEEDED by the body.
- FDA APPROVED. HALAL APPROVED.  
GLOBAL BRANDS AWARD. TOP BRANDS  
AWARD. SEAL OF QUALITY. GMP.

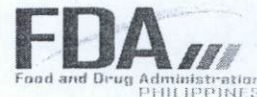
Luxxe Whitening, Enhanced Glutathione is neither registered with the FDA as a drug nor as a food supplement. Thus, the FDA declares that such advertisement, promotion and sale is an outright violation of the provisions of Republic Act No. 3720 as amended by Republic Act No. 9711 prohibiting the manufacture, importation,







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



exportation, sale, offering for sale, distribution, transfer, non-consumer use, promotion, advertisement of any health product which is not registered with the FDA.

As advertised, Luxxe Whitening, Enhanced Glutathione carries unacceptable claims as food supplement per BC No. 2 series of 1999.

The specific advertisement also violates FDA Memorandum Circular No. 2013-030 dated 13 August 2013, which provides: that no person, establishment or organization, shall use the FDA logo, the words "Food and Drug administration" or "Philippine FDA", the initials "FDA", or any imitation of such words, initials or logo in print and other forms of broadcast media, including the internet, in connection with any health product, merchandise, impersonation, solicitation, or commercial activity in any manner that convey that such use is approval, endorsement, or authorization by the FDA xxx unless with written permission from the agency.

For more information and inquiries, kindly email us at [info@fda.gov.ph](mailto:info@fda.gov.ph). To report unregistered health products or establishments selling unregistered health products, kindly email us via [report@fda.gov.ph](mailto:report@fda.gov.ph) or at telephone numbers 857-1900 local 1051.

  
**KENNETH Y. HARTIGAN-GO, M.D**  
Acting Director General

