



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



26 September 2014

FDA Advisory
No. **2014-073**

SUBJECT: Public warning against false, deceptive and misleading claims of Flor.Essence® as advertised in the Philippine Daily Inquirer and through the Internet

The Food and Drug Administration (FDA) has monitored the advertisements published in the Philippine Daily Inquirer, specifically on page A4 of September 24, 2014 issue and page A15 of September 26, 2014 issue, as well as those found in the website http://www.herbcare.com.ph/flor_essence_page_cory_testimonial.html. It was found out that the advertiser of Flor.Essence®, a food supplement, has made claims that it can cure cancer. The curative claim is false, deceptive and misleading. The product was approved by the FDA as food supplement with food registration no. FR-114107, and not as a drug or medicine.



Flor.Essence® is using testimonial statement to promote sales "...Refusing conventional medical approaches like chemotherapy and radiation, her doctor entrusted her to my care.... It was evident that my mom's improved quality of life despite cancer and her prolonged life was directly connected to her consumption of Flor-Essence, the wonder tea...", and this is prohibited. All therapeutic claims should be substantiated by a well-designed clinical trial. As advertised, Flor.Essence® carries unacceptable claims as food supplement.

The FDA had already issued Advisory Nos. 2012-008 and 2013-044, advising the public that food/dietary supplements are considered processed food products and have no approved therapeutic or curative effects. To reiterate further, the public is warned that taking food supplements instead of the prescribed drugs may cause serious damage to health and failure to get proper treatment may prove fatal.

For more information and inquiries, kindly email us at info@fda.gov.ph. To report similar claims of food/dietary supplements, unregistered health products or establishments selling unregistered health products, kindly email us via report@fda.gov.ph.


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