



FDA ADVISORY

No. 20230491

20 MAR 2023

TO: ALL HEALTHCARE PROFESSIONALS AND THE GENERAL PUBLIC

SUBJECT: Public Health Warning Against the Purchase and Consumption of the Unregistered Food Product "COFFEELICIOUS Rice Coffee with Lagundi"

The Food and Drug Administration (FDA) warns all healthcare professionals and the general public **NOT TO PURCHASE AND CONSUME** the unregistered food product:

**RICE COFFEE WITH LADUNDI**  
FDA LTO : FT - 56210

*ArtDomShop*

**RICE COFFEE Benefits :**

- Does not cause acid reflux
- Promotes good digestion
- Prevents Diabetes
- Provide strong anti-oxidants
- Relieves cough and colds
- Helps in weight management
- Boost Metabolism
- Bad cholesterol free
- Boost energy and detoxify system

110 grams

- No Sugar
- No Caffeine
- No Palpitation
- No Heartburn
- Non-Acidic Coffee
- Stomach Friendly Coffee

Rice Grains      Lagundi

The advertisement features a central image of a 110g orange and white pouch of 'Rice Coffee with Lagundi' from ArtDomShop. Below the pouch are images of rice grains, a bowl of rice, a green leafy plant (Lagundi), and a white cup of coffee. The text lists various health benefits and product attributes.

Figure 1. Unregistered COFFEELICIOUS Rice Coffee with Lagundi

The FDA verified through online monitoring or post-marketing surveillance that the abovementioned food product is not registered and no corresponding Certificate of Product Registration (CPR) has been issued. Pursuant to the 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 is prohibited.



Since this food product has not gone through evaluation process of the FDA, the agency cannot assure its quality and safety.

All concerned establishments are warned not to distribute, advertise, or sell the said violative food product until CPR is issued, otherwise, regulatory actions and sanctions shall be strictly pursued. Always check if a product is registered with the FDA by using the **FDA Verification Portal feature** accessible at <https://verification.fda.gov.ph>. You may also look for the FDA Registration number on the product label, if available or simply type the name of the product.

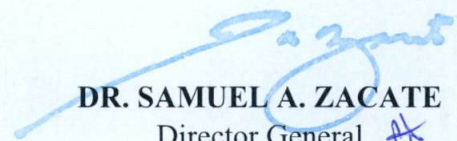

All Law Enforcement Agencies and Local Government Unit are requested to ensure that this product is not sold or made available in the market or areas of jurisdiction.

The Bureau of Customs is urged to restrain the entry of the unregistered imported products.

For more information and inquiries about this advisory, kindly contact the FDA Center for Food Regulation Office and Research through email [cfrr@fda.gov.ph](mailto:cfrr@fda.gov.ph) indicating on the subject, the concerned Advisory, or call **(02)8857-1900** local **8105** and **8112**.

To report any sale or distribution of unregistered food product, kindly email us at [ereport@fda.gov.ph](mailto:ereport@fda.gov.ph).

Dissemination of this advisory to all concerned is hereby requested.

  
**DR. SAMUEL A. ZACATE**  
Director General 

DTN: 20230307090431