



FDA ADVISORY

No. **20230576**

31 MAR 2023

TO: **ALL HEALTHCARE PROFESSIONALS AND THE GENERAL PUBLIC**

SUBJECT: **Public Health Warning Against the Purchase and Consumption of the Unregistered Food Product "(UNBRANDED) Noni Herbal Food Supplement – No Approved Therapeutic Claim"**

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

The screenshot shows a Shopee product listing for 'Noni Herbal 50Capsules'. The product is displayed in a white plastic bottle with a label that lists health benefits such as 'Effective in curing gout', 'Boosts immune system', and 'Provides relief from arthritis'. The listing includes a price of ₱99, a 'Buy Now' button, and a 'Shopee Guarantee' badge. Below the product image, there are social media share icons and a 'Favorite (3)' button. The seller's profile, 'montanashem', is visible with a 3.1K rating and a 7% response rate. The product specifications section lists the category as 'Shopee > Health & Personal Care > Health Supplements > General Health', the benefits as 'Digestion & Liver, Immunity, Joints, Muscles & Bones, Stress, Sleep, and Anxiety', and the stock as 309 units. The product description mentions that Noni has been traditionally used for various ailments and that the product is unregistered.

Figure 1. Unregistered (UNBRANDED) Noni Herbal Food Supplement – No Approved Therapeutic Claim



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 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.

Dissemination of this advisory to all concerned is hereby requested.


DR. SAMUEL A. ZACATE
Director General

DTN: 20230310095455