

APPENDIX 19A

PROHIBITED VISUAL/ GRAPHICS/ STATEMENTS ON LABEL

Notes:

1. *This list is not meant to be exhaustive and is subject to review from time to time.*
2. *The Authority reserves the right to disallow any other words, phrases or graphics for product label, which in its opinion is misleading, improper or not factual.*

No.	Issue	Example	Note
1.	Marketing strategy	<p>“Money back guarantee”</p> <p>“Buy 1 free 1”</p> <p>“Backed by RM5 million product Liability Insurance”</p>	-
2.	Usage guide promoting use of other product(s)	<p>“After consumption of this product (Product A), it is recommended to take Product B for better results.”</p>	-
3.	Consumer testimonial	-	-
4.	Clinical trial results or any information on clinical trial done on product	<p>“Clinically Tested”</p> <p>“Randomized Double Blind Placebo Control Clinical Study”</p>	-
5.	Reference to Hadith/ Al-Quran/ Bible/ Religious books	-	-

No.	Issue	Example	Note
6.	Opinion of prominent figure(s) on the product or its active ingredient/ content	Opinion of product/formulation inventor	-
7.	Label design (graphic and colour) similar to labels from another company	-	-
8.	Statement on the active ingredient origin	Sourced from the Mountains of Alps	Allowed if proven true
9.	Introduction of founder/ manufacturer	-	-
10.	Logo with certification	SIRIM/ ISO / GMP/ HACCP	Prohibited on product label because certification renewal is on a yearly basis
11.	Name/ statement/ logo/ registered trademark that does not satisfy the specifications	“Dr. ABC’s Formula” “Nothing like it”	-
12.	Special technique used/ superiority in ingredients	Capsule coat	Allowed if proven true
13.	Nutritional claims with analysis certificate attached	Calorie, Fat, Protein and others	-

No.	Issue	Example	Note
14.	Graphics or picture of internal organs	Kidney, Heart, Nerves.	-
15.	Gender symbol (male or female)	(♀ and/or ♂)	-
16.	Indecent photographs/ pornography/ graphics/ images	-	-
17.	Graphics incoherent with the indication	<ul style="list-style-type: none"> - Indicated for constipation, but the label depicts a slim lady, implying indication for weight loss. - Indicated for urination, but the label shows a water hose. 	-
18.	Highlighting unnecessary body parts	Indicated for general health, but the label highlights male and female sexual organ parts	-
19.	Graphics of plants or animal that may cause confusion	Radix Ginseng improvised as a male sexual part	-
20.	Negative statements/ visual	<ul style="list-style-type: none"> - This product is GMO/ LMO free - This product is free from animal origin - Free from Preservative 	-
21.	Other statements deemed relevant to be prohibited by the authority	This product is blended with premium quality	-