

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>	Such statements are prohibited on labels for immediate container, outer carton, package insert or Consumer Medication Information Leaflet.
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	-