



Guidelines

*on the Undesirable
Medical Advertisements
(Amendment) Ordinance 2005*

Produced and published by
Department of Health, Hong Kong Special Administrative Region

Copies of this booklet are available from the Pharmaceutical Service,
Department of Health website at: <http://www.psdh.gov.hk>

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Guidelines on the Undesirable Medical Advertisements (Amendment) Ordinance 2005

Introduction

There have been concerns over certain health claims related to orally consumed products (e.g. “health foods”, “dietary supplements”) which are not subject to regulation by the Pharmacy and Poisons Ordinance (PPO), the Chinese Medicine Ordinance (CMO) or the Undesirable Medical Advertisements Ordinance (UMAO). The scope of the Undesirable Medical Advertisements Ordinance was therefore amended to widen its cover to orally consumed products.

This guide is intended to explain the new scope of regulation of health claims related to orally consumed products in the Undesirable Medical Advertisements (Amendment) Ordinance 2005 (The Ordinance) which was enacted by the Legislative Council on 29 June 2005. The Ordinance shall come into operation on a day to be appointed by the Secretary for Food and Health by notice published in the Gazette.

The Ordinance extends the prohibition/restriction on advertising to six additional groups of claims specified in a new Schedule 4; and applies the prohibition/restriction on advertising using claims specified in Schedule 4 to all “orally consumed products”.

Definition of “orally consumed product”

As defined in the Ordinance, “orally consumed product” (口服產品) –

- (a) means a product (whether or not it is a medicine) for human consumption which is intended to be taken orally and is in any of the following forms –
 - (i) pill;
 - (ii) capsule;
 - (iii) tablet;
 - (iv) granule;
 - (v) powder;
 - (vi) semi-solid;
 - (vii) liquid; or
 - (viii) a form similar to any of the forms mentioned in subparagraph (i), (ii), (iii), (iv), (v), (vi) and (vii); and
- (b) does not include a product which is customarily consumed only as food or drink (that is to say, to provide energy, nourishment or hydration) or to satisfy a desire for taste, texture or flavour.

To explain in simple terms, “orally consumed products” include oral medicines and other oral products which are in the form of pill, capsule, tablet, granule, powder, semi-solid, or liquid. It does not, however, include conventional food.

To determine whether a product is a conventional food or not depends on whether it is traditionally used as a food or drink and its product form. Some products are clearly food, examples are apple juice, coffee and oatmeal.

The presentation of a product can help to determine whether a product is regarded as a food or “orally consumed product”. For example, a clove of garlic is a food. However, if it is concentrated and marketed in capsule form with claims that it can be used to “treat high blood pressure”, it will be regarded as both a “medicine” and an “orally consumed product”.

Any oral medicine registered under the Pharmacy & Poisons Ordinance or the Chinese Medicine Ordinance which is in the form of pill, capsule, tablet, granule, powder, semi-solid, liquid is regarded as an “orally consumed product”.

Some Chinese herbs are traditionally used as both medicines and food e.g. ShanZha 山楂. Products that contain Chinese herb and meet all the following criteria can be regarded as food:

- Used in the form or manner of normal foods and usually without recommended dose regimens;
- The product does not contain any claim on curative or health care function; and
- The Chinese medicines used in the product are generally being considered as food.

To determine whether a product is an “orally consumed product” or conventional food, several factors are taken into consideration. For example:

- The product form (e.g. pills, tablets, capsules, etc.) and the way it is used.
- The properties of the ingredients and the effect they have on human beings.
- The claims made for the product.
- The labeling, the packaging and the package insert.
- The promotional literature and the advertisements.

Some examples of “conventional food” and “orally consumed products” are listed in Appendix 1 and 2. The examples provided in Appendix 1 and 2 are merely examples, they do not constitute exhaustive lists of “conventional food” and “orally consumed products”.

Prohibited or restricted claims in Schedule 4

The six groups of prohibited or restricted claims set out in Schedule 4 are subject to two levels of restriction based on the risk-based approach. A copy of Schedule 4 is at Appendix 3.

The first level of restriction will apply to high risk claims, namely, claims relating to the prevention, elimination or treatment of breast lumps, the regulation of the function of the genitourinary system; and the regulation of the endocrine system (items 1 to 3 of Schedule 4). The making of such claims will not be allowed under any circumstances.

For the second level of restriction which is applicable to regulation of body sugar or glucose, regulation of blood pressure and the regulation of blood lipids or cholesterol (items 4 to 6 of Schedule 4), only 4 prescribed claims are permissible as specified for each type of claim in column 2 of Schedule 4.

Examples of prohibited claims for items 1 to 6 of Schedule 4 are listed in Appendix 4.

The 4 claims allowable for the advertisement of a product on regulation of body sugar are:

- (i) “This product is suitable for people concerned about blood sugar. 此產品適合關注血糖的人士服用。” ,
- (ii) “This product may assist in stabilizing blood sugar. 此產品或有助穩定血糖。” ,
- (iii) “This product is intended for people concerned about blood sugar. 此產品以關注血糖的人士為對象。” , and
- (iv) “This product is for the consumption by people concerned about blood sugar. 此產品供關注血糖的人士服用。”

The 4 claims allowable for the advertisement of a product on regulation of blood pressure are:

- (i) “This product is suitable for people concerned about blood pressure. 此產品適合關注血壓的人士服用。” ,
- (ii) “This product may assist in stabilizing blood pressure. 此產品或有助穩定血壓。” ,
- (iii) “This product is intended for people concerned about blood pressure. 此產品以關注血壓的人士為對象。” , and
- (iv) “This product is for the consumption by people concerned about blood pressure. 此產品供關注血壓的人士服用。”

The 4 claims allowable for the advertisement of a product on regulation of blood lipids or cholesterol are:

- (i) “This product is suitable for people concerned about blood lipids/cholesterol. 此產品適合關注血脂/膽固醇的人士服用。”，
- (ii) “This product may assist in stabilizing blood lipids/cholesterol. 此產品或有助穩定血脂/膽固醇。”，
- (iii) “This product is intended for people concerned about blood lipids/cholesterol. 此產品以關注血脂/膽固醇的人士為對象。”，and
- (iv) “This product is for the consumption by people concerned about blood lipids/cholesterol. 此產品供關注血脂/膽固醇的人士服用。”

For products using the specified claims for items 4 to 6 of Schedule 4, and which are not registered under the Pharmacy & Poisons Ordinance or Chinese Medicine Ordinance, a disclaimer must be clearly put in the advertisement to inform consumers that they are not products registered under the two Ordinances. The disclaimer as specified in column 2 of Schedule 4 is as follows:

“This product is not registered under the Pharmacy and Poisons Ordinance or the Chinese Medicine Ordinance. Any claim made for it has not been subject to evaluation for such registration. This product is not intended to diagnose, treat or prevent any disease. 此產品沒有根據《藥劑業及毒藥條例》或《中醫藥條例》註冊。為此產品作出的任何聲稱亦沒有為進行該等註冊而接受評核。此產品並不供作診斷、治療或預防任何疾病之用。”

If the advertisement is mainly in the English or Chinese language, a claim stated in column 2 of Schedule 4 may be limited to that language. It is required however, that any other claim or disclaimer stated in column 2 and included in the same advertisement must also be limited to that language. For example, if the advertisement is mainly in the Chinese language, a claim stated in column 2 may be in the Chinese language. It is however, required that any other claim or disclaimer stated in column 2 and included in the same advertisement must also be in the Chinese language.

The prohibited or restricted claims specified in column 1 of Schedule 4 are not conclusive, any similar claims that can reasonably be understood to be the like effect as the specified claims are prohibited.

Appendix 1

Examples of conventional food seen in the market

Categories	Sample products	Ingredients
Drink/ Powder for drink / Juice	Apple juice	Apple juice
	Sport drink/ sachet	Glucose and electrolytes
	Electrolytes drink/ sachet	Electrolytes
	Health tonic	Caffeine, amino acids, vitamins
	Vegetable juice	Vegetables
	Wheat germ powder for drink	Wheat
	Herbal tea	Chinese herbs
	Pummelo tea	Pummelo
	Wild date juice	Date juice
	Chicken essence	Chicken essence
Tea	Green tea powder	Green tea
	Lemon tea powder	Lemon, tea
Powder for congee	Congee powder	Rice
Honey	Honey	Honey
Jam	Prune jam	Prune
Dried fruit	Dried prune	Prune
Rice	Rice	Rice
Cracker	Cracker	Wheat
	Cereal cracker	Cereal, wheat

Categories	Sample products	Ingredients
Sweet / Drops / Candy	Fruit sweets	Vitamins
	Goat milk chewable tablet	Goat milk
	Malted milk sweet tablet	Malt, vitamins
	Milk candy	Milk
Cereals	Cereal	Cereals
Liquor	Pine nut wine	Red pine nut, kaoliang, corn
Flavorings	Low-sodium salt	Salt
	Sweetener tablet/ powder	Maltodextrin, aspartame
For general health	Bird's nest	Bird's nest
	Hasma	Hasma
	Ready to eat aloe	Aloe

The above are examples of conventional food only, they are not an exhaustive list of conventional food.

Appendix 2

Examples of “orally consumed products” seen in the market

Category of Product	Sample products	Ingredients
Prostate health	Tablet for prostate	Saw palmetto, water melon seed, uva ursi, cowberry
	Prostate formula pill	Subshrubby peony root, milkvetch root, Dahurian patrinia, Licorice
	Prostate formula liquid	Saw palmetto, uva ursi, Juniper berries, nettle root
	Prostate capsule	Saw palmetto
	Saw Palmetto-Prostate tablet	Saw palmetto
	Prostate protector tablet	Saw palmetto
Urinary tract	Cranberry extract tablet	Cranberry
Endocrine / Hormone	Capsule for regulation of hormone	Radix salviae przewalskii, Dong Quai, Fructus cnidii, aloe, Fructus lycii
	Phyto-oestrogens capsule	Soy isoflavones
	Soybean isoflavones tablet	Soy isoflavones
Blood glucose	Tablet for regulating blood glucose	Mulberry leaf ext, Gymnema sylvestre, yeast
	Gymnema sylvestre capsules	Gymnema sylvestre
	Pill for relieving thirsty	Milkvetch root, Dihuang root, snakegourd root
	Chromium capsule	Chromium
Blood cholesterol / Blood pressure / Cardiac health	Anti-cholesterol tablet	Cholestin, phytosterols, soy
	Pycnogenol capsule	Pycnogenol

Category of Product	Sample products	Ingredients
(continued from previous page)	Tablet for regulating blood pressure	Sardine, sesame, buckwheat leaf
	Capsule for heart	Herba taxilli, Cortex eucommiae, Radix notoginseng, Folium ginkgo, hawthorn, Semen lini
	EPA capsule	EPA
Anti-aging	Anti-aging capsule	Ginseng, Cornu cervi pantotrichum, Fructus cnidii
Anti-allergy	Anti-allergy capsule	Rubus suavissimus, Perillae folium, Coicis semen
	Perilla tablet	Perillae folium
Anti-stress	St John's wort capsule	St John's wort
Brain support	Soy lecithin capsule	Lecithin
Breast enhancement	Tablet for breast enhancement	Placenta extract
	Bird's nest capsule for breast enhancement	Bird's nest, motherwort, Dong Quai
	Breast tonic tablet	Soy phytoestrogens polymer, placenta cell polymer, herbal stimulating extract mixture
Cough	Chuan pei pi pa syrup	Sichuan fritillary bulb, loquat leaf
Detoxification	Fiber tablet	Psidium guajava
Decrease water retention	Salt balance powder/ granule	Electrolytes

Category of Product	Sample products	Ingredients
Enhance health/ immune support	Lingzhi capsule	Concentrated Ganoderma
	Tian qi powder capsule	Steamed notoginseng powder
	Immune booster tablet	Colostrum
	Capsaicin + Green tea extract tablet	Capsaicin, green tea
	Lecithin capsule	Lecithin
	Maitake capsule	Maitake, corn
	Amino acid tablet	Amino acids
	Spirulina tablet	Spirulina
	Ginseng capsule	Ginseng, vitamins
	Vegetable tablet	Vegetables
	Fruit tablet	Fruits
	No smell garlic capsule	Garlic, yeast
	Royal jelly capsule	Royal jelly
	Agaricus powder/ granule	Agaricus
	Agaricus capsule	Agaricus
	Ganoderma spore oil capsule	Ganoderma spore
	Ganoderma capsule	Ganoderma
	Ganoderma oil - Propolis capsule	Propolis, Ganoderma spore
	Cordyceps extract capsule/ powder/ granule	Cordyceps

Category of Product	Sample products	Ingredients
(continued from previous page)	Ganoderma lucidum capsule	Ganoderma lucidum
	Maitake – Ganoderma lucidum tablet	Maitake, Ganoderma lucidum
	Liquid for enhancing immunity	Soy, Fructus schisandrae, ginseng, green gram seed
	Liquid for relieving nasal allergy	Soy, apple, hawthorn, Fructus schisandrae, green gram seed, ginseng
	Green juice powder	Kale, fiber
	Protein powder	Soy protein, soy lecithin
	Garlic and onion tablet	Garlic, onion
	Capsule for cold	Ginkgo biloba, wheat germ, yeast, soy
	DHA capsule	DHA
	Lecithin capsule	Lecithin
Digestive tract	Lactic acid bacteria capsule	Bifidus
	Aloe tablet	Aloe
	Fiber powder/ granule	Maize fiber, chicory fiber, red beet fiber
	Bifidus powder/ granule	Bifidus
	Probiotic capsule	Pediococcus, Lactococcus
	Bifidobacteria powder / granule	Bifidobacteria
	Psyllium granule	Psyllium

Category of Product	Sample products	Ingredients
Enhance male function	Virility capsule	Herba epimedii, Cordyceps, American ginseng
	Power capsule	Oyster extract, damiana leaf, Indian ginseng
	Virility capsule	Herba epimedii, saw palmetto, Muira puama
Eye support	Capsule for vision	Blueberry, DHA, lutein, palm oil
	DHA capsule	DHA
	Bilberry capsule	Bilberry
	Strawberry DHA capsule	Eye Bright Ext
	Blueberry capsule	Blueberry
Hair growth	Capsule for enhancing hair growth	Saw palmetto, pumpkin seed, soy, cuttlefish ink
Liver health	Tablet for liver	Blessed thistle, turmeric extract, yeast
	Liver protecting capsule	Artemisiae scopariae
Liquor	Herbal liquor liquid	Various herbs and animals extracts
Memory enhancement	Capsule for enhancing memory	Ginkgo biloba, GABA, soy lecithin, DHA
Sleep	Capsule for improving sleep	Valerian, hops, ricegerm, yeast
Throat soothers	Throat drop	Dichlorobenzyl alcohol, amylmetacresol
	Lozenges	Dequalinium chloride
	Lime throat drop	Lime, white mulberry leaf, lily bulb, dark plum
	Chuan pei pi pa throat drop	Sichuan fritillary bulb, loquat leaf, Platycodon root

Category of Product	Sample products	Ingredients
Skin Beauty	Squalene capsule	Squalene
	Collagen tablet	Collagen
	Tablet for improving moisture	Ceramide, egg white, amino acids
	DHA/RNA tablet	Salmon ovalbumin, yeast extract, corn
	Whitening capsule	Grape seed, red wine extract, soy, corn
	Pearl powder/ granule	Pearl powder
Slimming	Powder/ granule for burning fat	Chitosan
	Powder/ granule for reducing sugar	Garcinia cambogia
	Capsule for trimming	Linoleic acid
	Slimming capsule	Garcinia cambogia
	Slimming capsule	Cassia nomame, Zhi Shi, Rhodiola rosea, green tea
	Chitosan tablet	Chitosan
	Tablet for burning	Gymnema sylvestre, mulberry leaf ext, Caryophylli flos, capsaicin
	Calorie reduce liquid	Garcinia cambogia, pumpkin seed, Fructus rubi

Category of Product	Sample products	Ingredients
Meal replacement (powder)	Powder for meal replacement	Carbohydrates, vitamins, minerals, proteins
	Powder for meal replacement	Vitrimax, milk
	Bird's nest fiber sachet powder	Fiber, oat, papaya powder, konjac jelly, bird's nest, barley

The above are examples of orally consumed products only, they are not an exhaustive list of orally consumed products.

Appendix 3

Schedule 4 of the Undesirable Medical Advertisements (Amendment) Ordinance 2005

Claims for orally consumed products in respect of which advertisements are prohibited or restricted

Column 1 Claim	Column 2 Exemption
1. Prevention, elimination or treatment of breast lumps, including eliminating the blockage of milk ducts of the breast, helping to eliminate disease-causing factors or lumps, relieving the associated discomfort symptoms, helping to improve the metabolism of breast tissue, effectively disintegrating and eliminating abnormal cell tissues and lumps.	None.
2. Regulation of the function of the genitourinary system and/or improvement of symptoms of genitourinary problems such as frequent urination, urgent urination, dripping urination, poor stream, difficulty in urination, urination at night, impeded prostatic function and uncontrollable urinary discharge or incontinence.	None.

Column 1 Claim	Column 2 Exemption
<p>3. Regulation of the endocrine system and / or maintenance or alteration of hormonal secretions, including helping to maintain hormones at optimal level, stimulating the hypothalamus, increasing secretion of oestrogen, promoting normal secretion of the female hormone, regulating the female endocrine function, improving imbalance of male hormone secretion, helping to maintain balance of hormonal secretions in men and women, stimulating hormonal secretions, regulating endocrine secretion, balancing endocrine secretion, increasing secretion of growth hormone, stimulating the thyroid gland.</p>	<p>None.</p>

Column 1 Claim	Column 2 Exemption
<p>4. Regulation of body sugar or glucose and/or alteration of the function of the pancreas, including regulating blood sugar, suppressing or reducing the absorption of glucose, reducing the blood sugar level, increasing the metabolism of body sugar, being suitable for diabetic patients, being against blood sugar, being suitable for people with high blood sugar, improving the function of the pancreas, stimulating the secretion of insulin.</p>	<p>(a) Subject to paragraph (b), the following claims are allowed –</p> <p>(i) “This product is suitable for people concerned about blood sugar. 此產品適合關注血糖的人士服用。”；</p> <p>(ii) “This product may assist in stabilizing blood sugar. 此產品或有助於穩定血糖。”；</p> <p>(iii) “This product is intended for people concerned about blood sugar. 此產品以關注血糖的人士為對象。”；and</p> <p>(iv) “This product is for the consumption by people concerned about blood sugar. 此產品供關注血糖的人士服用。”。</p> <p>(b) In relation to a product which is not registered under the Pharmacy and Poisons Ordinance (Cap. 138) or the Chinese Medicine Ordinance (Cap. 549), the claims referred to in paragraph (a)(i), (ii), (iii) and (iv) are allowed only if the advertisement clearly includes the following disclaimer –</p> <p>“This product is not registered under the Pharmacy and Poisons Ordinance or the Chinese Medicine Ordinance. Any claim made for it has not been subject to evaluation for such registration. This product is not intended to diagnose, treat or prevent any disease. 此產品沒有根據《藥劑業及毒藥條例》或《中醫藥條例》註冊。為此產品作出的任何聲稱亦沒有為進行該等註冊而接受評核。此產品並不供作診斷、治療或預防任何疾病之用。”。</p> <p>(See Note)</p>

Column 1 Claim	Column 2 Exemption
<p>5. Regulation of blood pressure, including regulating blood pressure, controlling blood pressure, reducing blood pressure, being suitable for people with high blood pressure.</p>	<p>(a) Subject to paragraph (b), the following claims are allowed –</p> <p>(i) “This product is suitable for people concerned about blood pressure. 此產品適合關注血壓的人士服用。”；</p> <p>(ii) “This product may assist in stabilizing blood pressure. 此產品或有助於穩定血壓。”；</p> <p>(iii) “This product is intended for people concerned about blood pressure. 此產品以關注血壓的人士為對象。”；and</p> <p>(iv) “This product is for the consumption by people concerned about blood pressure. 此產品供關注血壓的人士服用。”。</p> <p>(b) In relation to a product which is not registered under the Pharmacy and Poisons Ordinance (Cap. 138) or the Chinese Medicine Ordinance (Cap. 549), the claims referred to in paragraph (a)(i), (ii), (iii) and (iv) are allowed only if the advertisement clearly includes the following disclaimer –</p> <p>“This product is not registered under the Pharmacy and Poisons Ordinance or the Chinese Medicine Ordinance. Any claim made for it has not been subject to evaluation for such registration. This product is not intended to diagnose, treat or prevent any disease. 此產品沒有根據《藥劑業及毒藥條例》或《中醫藥條例》註冊。為此產品作出的任何聲稱亦沒有為進行該等註冊而接受評核。此產品並不供作診斷、治療或預防任何疾病之用。”。</p> <p>(See Note)</p>

Column 1 Claim	Column 2 Exemption
<p>6. Regulation of blood lipids or cholesterol, including preventing high blood lipids, helping to maintain normal blood lipids, lowering blood lipids, reducing or regulating cholesterol, balancing blood cholesterol, excreting cholesterol in the blood vessel outside the body, being suitable for people with high blood lipids or high cholesterol.</p>	<p>(a) Subject to paragraph (b), the following claims are allowed –</p> <p>(i) “This product is suitable for people concerned about blood lipids/cholesterol. 此產品適合關注血脂/膽固醇的人士服用。”；</p> <p>(ii) “This product may assist in stabilizing blood lipids / cholesterol. 此產品或有助於穩定血脂/膽固醇。”；</p> <p>(iii) “This product is intended for people concerned about blood lipids/cholesterol. 此產品以關注血脂/膽固醇的人士為對象。”；and</p> <p>(iv) “This product is for the consumption by people concerned about blood lipids/cholesterol. 此產品供關注血脂/膽固醇的人士服用。”。</p> <p>(b) In relation to a product which is not registered under the Pharmacy and Poisons Ordinance (Cap. 138) or the Chinese Medicine Ordinance (Cap. 549), the claims referred to in paragraph (a)(i), (ii), (iii) and (iv) are allowed only if the advertisement clearly includes the following disclaimer –</p> <p>“This product is not registered under the Pharmacy and Poisons Ordinance or the Chinese Medicine Ordinance. Any claim made for it has not been subject to evaluation for such registration. This product is not intended to diagnose, treat or prevent any disease. 此產品沒有根據《藥劑業及毒藥條例》或《中醫藥條例》註冊。為此產品作出的任何聲稱亦沒有為進行該等註冊而接受評核。此產品並不供作診斷、治療或預防任何疾病之用。”。</p> <p>(See Note)</p>

Note: If the advertisement is wholly or mainly in the English or Chinese language, a claim stated in column 2 may be limited to that language, but where there is included in the same advertisement any other claim or disclaimer that is stated in column 2, that other claim or disclaimer (as the case may be) shall also be limited to that language.

Appendix 4

Examples of claims for orally consumed products in respect of which advertisements are prohibited in Schedule 4

Column 1 of Schedule 4	Examples of claims for orally consumed products in respect of which advertisements are prohibited in Schedule 4
<p>1. Prevention, elimination or treatment of breast lumps, including eliminating the blockage of milk ducts of the breast, helping to eliminate disease-causing factors or lumps, relieving the associated discomfort symptoms, helping to improve the metabolism of breast tissue, effectively disintegrating and eliminating abnormal cell tissues and lumps.</p>	<ul style="list-style-type: none"> • Preventing, eliminating or treating breast lumps • Eliminating the blockage of milk ducts of the breast • Helping to eliminate disease-causing factors or lumps • Relieving the associated discomfort symptoms • Helping to improve the metabolism of breast tissue • Effectively disintegrating and eliminating abnormal cell tissues and lumps. • Relieving swelling and pain of breast • Eliminating blockage of breast gland
<p>2. Regulation of the function of the genitourinary system and/or improvement of symptoms of genitourinary problems such as frequent urination, urgent urination, dripping urination, poor stream, difficulty in urination, urination at night, impeded prostatic function and uncontrollable urinary discharge or incontinence.</p>	<ul style="list-style-type: none"> • Regulating the function of the genitourinary system • Improving symptoms of genitourinary problems • Improving frequent urination, urgent urination, dripping urination, poor stream, difficulty in urination, urination at night • Improving impeded prostatic function • Improving uncontrollable urinary discharge or incontinence • Relieving frequent urination

<p>Column 1 of Schedule 4</p>	<p>Examples of claims for orally consumed products in respect of which advertisements are prohibited in Schedule 4</p>
<p>(continued from previous page)</p>	<ul style="list-style-type: none"> • Relieving urination at night, frequent urination and urine dripping • Rectifying and maintaining the health of prostate cells • Effective in relieving the problem of night urination • Using saw palmetto to treat males facing frequent night urination, resulting in significant improvement of symptoms and significant reduction of night urination, frequent urination and urine dripping • Scientific experiments prove that Epilobium parviflorum, nettle and lycopene help improving problem of frequent urination and night urination • Anyone who has the following symptoms should immediately take this product: urinary urgency, frequent urination, urine dripping, small and weak urine flow, excessive night urination and intermittent urination • Help in contraction of bladder muscle, strengthening the health of the urinary system • Improving urine seeping, impaired urination and obstructed urination • Improving nervous bladder

Column 1 of Schedule 4	Examples of claims for orally consumed products in respect of which advertisements are prohibited in Schedule 4
<p>3. Regulation of the endocrine system and / or maintenance or alteration of hormonal secretions, including helping to maintain hormones at optimal level, stimulating the hypothalamus, increasing secretion of oestrogen, promoting normal secretion of the female hormone, regulating the female endocrine function, improving imbalance of male hormone secretion, helping to maintain balance of hormonal secretions in men and women, stimulating hormonal secretions, regulating endocrine secretion, balancing endocrine secretion, increasing secretion of growth hormone, stimulating the thyroid gland.</p>	<ul style="list-style-type: none"> • Regulation of the endocrine system • Maintenance of hormonal secretions • Alteration of hormonal secretions • Helping to maintain hormones at optimal level • Stimulating the hypothalamus • Increasing secretion of oestrogen • Promoting normal secretion of the female hormone • Regulating the female endocrine function • Improving imbalance of male hormone secretion • Helping to maintain balance of hormonal secretions in men and women • Stimulating hormonal secretions • Regulating endocrine secretion • Balancing endocrine secretion • Increasing secretion of growth hormone • Stimulating the thyroid gland. • Re-activate the soft tissue in bones by the stimulation of growth hormone resulting in bone growth • Improving hormonal imbalance, hormonal irregularity • Maintaining normal secretion of male and female hormones

Column 1 of Schedule 4	Examples of claims for orally consumed products in respect of which advertisements are prohibited in Schedule 4
(continued from previous page)	<ul style="list-style-type: none"> • Balancing the secretion of hormones • Help in maintaining the normal secretion of hormones • Maintaining the normal secretion of hormones in menopause • Initiating the youth hormone • Helping the balance of endocrine secretion • Making the body to secrete higher level of female hormones • Ingredients from natural plants can make the body secrete more female hormone • Stimulating the body to secrete more female hormone • A purely Chinese medicine health product specifically designed for impaired body secretion. • Coordinating the endocrine glands, such as pituitary gland, parathyroid gland, pancreatic gland, adrenal gland, ovary, testes to maintain healthy secretion. Stopping the health problem due to weakening of hormonal secretion. • Maintaining the normal function of hormones • Unblocking the secretion channels, dispelling the toxin in thyroid gland

Column 1 of Schedule 4	Examples of claims for orally consumed products in respect of which advertisements are prohibited in Schedule 4
<p>4. Regulation of body sugar or glucose and/or alteration of the function of the pancreas, including regulating blood sugar, suppressing or reducing the absorption of glucose, reducing the blood sugar level, increasing the metabolism of body sugar, being suitable for diabetic patients, being against blood sugar, being suitable for people with high blood sugar, improving the function of the pancreas, stimulating the secretion of insulin.</p>	<ul style="list-style-type: none"> • Regulating body sugar or glucose • Altering the function of the pancreas • Regulating blood sugar • Suppressing or reducing the absorption of glucose • Reducing the blood sugar level • Increasing the metabolism of body sugar • Being suitable for diabetic patients • Being against blood sugar • Being suitable for people with high blood sugar • Improving the function of the pancreas • Stimulating the secretion of insulin • Powerfully promoting the health of pancreas • Balancing the natural secretion of insulin • Effectively enhancing the metabolism of sugar • Stabilizing the index of blood sugar • Balancing the insulin value in body • Maintaining the blood sugar at a stable level • Stabilizing blood sugar • Restoring the normal secretion function of insulin tissues in 2-5 courses of treatment • Reducing blood sugar and urinary sugar to normal values

Column 1 of Schedule 4	Examples of claims for orally consumed products in respect of which advertisements are prohibited in Schedule 4
(continued from previous page)	<ul style="list-style-type: none"> • Vitalize the insulin body in 15 days • Regenerating the pancreatic cells after 1 month • Restoring the function of pancreas • Rectifying the irregularity of sugar metabolism • Balancing blood sugar • Enhancing the body tolerance to sugar • Strengthening the function of pancreatic cells • Helping maintaining a normal pancreas • Reducing blood sugar and problem of unsteady insulin level • Effectively stabilize the blood glucose index • Controlling the problem of insulin imbalance • Blocking the absorption of excessive sugar, reducing the amount of glucose absorbed • Increasing the utilization of glucose, enhancing the sensitivity to insulin • Effectively maintaining the blood glucose value • Controlling blood sugar • Significantly improving the blood sugar • Nutritional supplements for people with high blood sugar • Preventing the increase of blood sugar • Improving low blood sugar

Column 1 of Schedule 4	Examples of claims for orally consumed products in respect of which advertisements are prohibited in Schedule 4
<p>5. Regulation of blood pressure, including regulating blood pressure, controlling blood pressure, reducing blood pressure, being suitable for people with high blood pressure.</p>	<ul style="list-style-type: none"> • Regulating blood pressure • Controlling blood pressure • Reducing blood pressure • Being suitable for people with high blood pressure. • Helping maintaining normal blood pressure • Stabilizing blood pressure • Relieving blood pressure • Preventing high blood pressure • Relieving the risk of blood pressure • Relieving unstable blood pressure • Maintaining healthy blood pressure • Most suitable for people with tendency of high blood pressure
<p>6. Regulation of blood lipids or cholesterol, including preventing high blood lipids, helping to maintain normal blood lipids, lowering blood lipids, reducing or regulating cholesterol, balancing blood cholesterol, excreting cholesterol in the blood vessel outside the body, being suitable for people with high blood lipids or high cholesterol.</p>	<ul style="list-style-type: none"> • Regulating blood lipids or cholesterol • Preventing high blood lipids • Helping to maintain normal blood lipids • Lowering blood lipids • Reducing or regulating cholesterol • Balancing blood cholesterol • Excreting cholesterol in the blood vessel outside the body

Column 1 of Schedule 4	Examples of claims for orally consumed products in respect of which advertisements are prohibited in Schedule 4
<p>(continued from previous page)</p>	<ul style="list-style-type: none"> • Being suitable for people with high blood lipids or high cholesterol. • Lowering cholesterol • Reducing cholesterol • Stabilizing blood lipid, cholesterol • Reducing the low-density lipoprotein • Effectively lowering the harmful cholesterol • Improving the condition of accumulation of blood lipid in blood vessel • With the effect of lowering blood lipid and cholesterol • Maintaining the normal level of blood lipid and cholesterol • Helping to maintain normal cholesterol • Helping improving blood lipid and cholesterol level • Improving bad cholesterol • Helping to maintain the cholesterol at healthy level • Increasing good cholesterol • Significantly improving cholesterol

The examples provided in Appendix 4 are merely examples, they do not constitute an exhaustive list of prohibited claims.



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