

BEWARE

GRAHAK SATHI

FDCA stops the publication of objectionable Hempushpa advt *Directs company to discontinue marketing and sale*

Have you been led to believe that regular consumption of Hempushpa Tonic will help in regulating any disorders related to menstrual flow? You may be shocked to know that Food & Drugs Control Administration (FDCA), Gujarat has issued a show-cause notice to the company that manufactures Hempushpa for making these claims in its advertisement.



Hempushpa advertisement claimed that it is effective for insufficient blood (hemoglobin), pain during tough days, weakness, fatigue, irritability, and hormonal imbalance. This falls under the category of cure or prevention of Disorders of menstrual flow and female diseases (in general), which is

objectionable under the Drugs and Magic Remedies Act. Some other such conditions are cancer, diabetes, cataract, obesity, sexual impotency etc. Hence the advertisement contravenes the provisions of Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954.

CERC had brought the advertisement to the notice of FDCA urging them to take action against it. Acting on our complaint, FDCA has ordered the company to not only stop the publication of objectionable advertisements with immediate effect, but to also discontinue marketing and sale of the product being advertised. The show cause notice asks the company to explain why any legal action or any other stringent measures should not be taken against them.

Over the years, CERC has been waging a relentless war against misleading advts. Misleading vernacular advts rarely come under the ambit of monitoring. Misleading, false and objectionable advertisements are a menace in India luring gullible consumers into making unwise choices of goods and services.

If you find any advertisement that makes misleading or objectionable claims write to us at grahaksathi@cercindia.org