



Health  
Canada

Health Products  
and Food Branch

Santé  
Canada

Direction générale des produits  
de santé et des aliments

Marketed Health Products Directorate  
Address Locator: 0701C  
OTTAWA, Ontario  
K1A 0K9

08-118274-672  
9677-H0157-3

July 10, 2008

Dr. Terry Polevoy, MD  
938 King St. West  
KITCHENER, ON  
N2G 1G4  
tpinfo@healthwatcher.net

**Re: Hoodia Patch Advertising**

Dear Dr. Polevoy:

Thank you for your emails dated June 24, 2008, in which you expressed concern about advertisements placed on bus shelters in Kitchener-Waterloo which promote the Hoodia Patch as a weight-loss product.

Advertising of natural health products is permitted in Canada, but only after the product has been granted a product licence by Health Canada, and provided the advertising claims do not exceed the terms of the product's market authorization, or contravene the *Food and Drugs Act* or its Regulations. The Hoodia Patch is not a licensed natural health product in Canada; therefore, your complaint will be referred to the Health Products and Food Branch Inspectorate, which is the branch of Health Canada responsible for compliance and enforcement activities for this type of violation of the *Food and Drugs Act* and associated Regulations. In the course of their investigation you may be contacted for further information.

Should you wish to report additional violations of this type, and for additional information on the role of the Inspectorate, please refer to the Health Canada document "How to Submit a Consumer Complaint", which may be found online at:  
[http://www.hc-sc.gc.ca/dhp-mps/compli-conform/prob-report-rapport/gui\\_44\\_consumer\\_consommateur\\_cp-pc\\_e.html](http://www.hc-sc.gc.ca/dhp-mps/compli-conform/prob-report-rapport/gui_44_consumer_consommateur_cp-pc_e.html).

**Canada**

.../2

Thank you for bringing this matter to Health Canada's attention.

Regards,

Marketed Health Products Directorate  
Email: [mhpd\\_dpdc@hc.gc.ca](mailto:mhpd_dpdc@hc.gc.ca)

c.c.: Health Products and Food Branch Inspectorate