



Health  
Canada

Health Products  
and Food Branch

Santé  
Canada

Direction générale des produits  
de santé et des aliments

Marketed Health Products Directorate  
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July 24, 2008

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

**Re: Hoodia Patch Advertising**

Dear Dr. Polevoy:

This is in response to your email of July 20, 2008. We note your concern about advertisements for the Hoodia Patch, which is not a licensed natural health product in Canada. As was the case with your previous complaint, your most recent correspondence was forwarded to the Health Products and Food Branch Inspectorate. They are currently investigating this situation, and once they verify that a violation has occurred, they will undertake appropriate enforcement actions to bring about compliance with the *Food and Drugs Act* and Regulations. The Inspectorate's compliance and enforcement activities are prioritized using a risk-based approach. Offences which have the greatest potential to cause harm to the health of Canadians are addressed first; therefore, your complaint may be subject to its urgency relative to other matters before them.

Again, we thank you for making us aware of this situation.

Regards,

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

c.c.: Health Products and Food Branch Inspectorate

**Canada**