IMPORTANT OF “SECRET”

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Attached is the letter dated September 30, 1998 of Director Quintin L. Kintanar of the Bureau of Food and Drugs, favorably indorsing the request of Procter and Gamble Philippines for this bureau not to allow entry of imported "SECRET" without the accompanying Certificate of Product Registration from BFAD.

As per attached letter-request, Procter and Gamble Phil. is the only duly authorized and licensed importer of Secret anti-perspirant/deodorant products in the Philippines.

For your information and guidance.

Adopted: 21 Oct. 1998

(SGD.) JULITA S. MANAHAN
Deputy Commissioner
Internal Administration Group

“Attachment”

The Commissioner
Bureau of Customs
Port Area, Manila

Sir:

Subject : Imported anti-perspirant/deodorant products with the brand name "Secret"; and letter of Procter and Gamble.

We indorse for your action, the letter of Procter & Gamble dated August 28, 1998. Imported cosmetic products are required to be covered by Certificate of Product Registration before their importation into the Philippines. The products "Secret" are registered with BFAD with Procter & Gamble Philippines; hence we indorse favorably the request of the said company for the Bureau of Customs not to allow entry of imported "Secret" without the accompanying "CPR" from the BFAD.

Considering that the manufacturer has made Procter & Gamble Philippines the solely accountable distribution of the Secret in the Philippines including but not limited to its safety, quality and efficacy for its intended use; and in the interest of consumer protection, we would highly appreciate your usual support on the matter.

Very truly yours,
(SGD.) QUINTIN L. KINTANAR, M.D., Ph.D., CESO I
Director

Quintin L. Kintanar, M.D., Ph. D.
Director
Bureau of Food and Drugs

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Alabang, Muntinlupa

Re : P & GP as Exclusive Importer of Secret in the Philippines

Dear Dr. Kintanar

This respectfully request your good office's assistance to put a stop to the proliferation of unauthorized importers of Secret anti-perspirant/deodorant products in the trade.

Per the attached Certificate of Exclusive Importation issued by the Procter & Gamble Company, Cincinnati, USA, Procter & Gamble Philippines is the only duly authorized and licensed importer of Secret anti-perspirant/deodorant products in the Philippines. We, therefore, have the sole right to be granted License-To-Operate as the products' importer and to secure the products' registration.

We believe that the other Secret importers do not have the necessary license and registration requirements for importing and marketing these products which is a clear violation of BFAD regulations. This is also to emphasize that any of their activities related to Secret are not authorized by the manufacturer. This, therefore, requests the BFAD to:

> 1) write the Commissioner of Customs requesting that entry of Secret anti-perspirant/deodorant products in the different ports of entry shall be allowed only when made by the duly authorized importer, Procter & Gamble Philippines, Inc.;
>
> 2) write the Philippine Association of Supermarkets Inc. (PASI) advising its members that the sale and distribution of Secret Products sourced from other than the duly-licensed importer is a violation of BFAD regulations and that such products are subject to confiscation by the BFAD; and
>
> 3) issue a Cease and Desist Order against these unauthorized importers and, if necessary, confiscate the unauthorized imported products.

We trust that this request will merit your prompt and favorable consideration.

Thank you very much.

Very truly yours,

(SGD.) RANULFO G. MENDOZA
Senior Counsel

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