

## List of Misleading Advertisements withdrawn/modified by FBO

Following is the list of Food Business Operators (FBO) who have withdrawn/ modified misleading advertisements from/in all sources of media after the inter vention of Food Safety and Standards Authority of India (FSSAI) :-

S.No	Name of Firm	Name of the product	Misleading claim	Action taken
1.	M/S Jivo Wellness Pvt. Ltd., Delhi	Canola Oil	<p>a) Canola can prevent diabetes and Heart Diseases.</p> <p>b) Fortis Hospital (C-Doc) put their seal that Canola Oil can reduce the risk of Heart Diseases and Diabetes</p>	FBO has withdrawn all misleading advertisements.
2.	Chemical Resources, Maharashtra	Furocyst	<p>a) Overall 94% of patients reported positively or got benefitted</p> <p>b) 71% patients reported regular menstrual cycle</p> <p>c) 36% patients showed complete dissolution of cysts</p> <p>d) 46% patients showed reduction in cyst size</p> <p>e) No known side effects</p> <p>f) US Patented Ingredient</p> <p>g) Therapeutic claims for food product</p>	FBO has modified misleading advertisement.
3.	K.C. Food Products Pvt. Ltd. Jammu and Kashmir	Digestive Biscuits	<p>a) India's Best</p> <p>b) K.C. digestive can easily boasts to be the best digestive in the market due to its highest content of whole wheat flour than any other digestive biscuits</p>	FBO has withdrawn misleading advertisements.
4.	Phytotech Extracts Pvt. Ltd.	Proteqt	<p>a) Proteqt- No more morning blues – get up fresh – No after effects party – No Morning Dullness – Enjoy Party Better – Fresh Morning after- Natural</p> <p>b) 1<sup>st</sup> time ever 3) Usage – take 1 Proteqt 10-15 minutes before the party. Can be taken in morning if morning dullness is experience.</p> <p>c) Enriched in flavinoids, polyphenois tannins and vitamin C anti oxidants etc.</p>	FBO has submitted that the manufacturing and marketing of such product has been stopped by the company and that no advertisement is being published at present.