

SALES PROMOTION PERMIT

Pursuant to Article 116 of Republic Act No. 7394 or The Consumer Act of the Philippines and Section 5 (o) of The Republic Act No. 9711 or The Food and Drug Administration (FDA) Act of 2009, your application for the permit to conduct the sales promotion with details stated hereunder is **GRANTED**.

DOH-FDA-CDRR Permit No. : 1098 s. 2025
Promotion Title : **Benadryl One 3+1 Promo**
Duration : **01 May 2026 to 01 May 2027**
Coverage : **Drugstores, e-Commerce Platforms**
(with valid LTO), RONPDs Nationwide
Media/Collateral Material/s : **Promo Box**
Participating Product/s : **See attached list**

This permit shall not be construed as an authorization for print, radio and television advertisement other than the submitted and approved materials. Any other materials must be submitted for evaluation and approval prior to dissemination.

No deviation in the approved promotion details, mechanics and material/s shall be made at any time during the effectivity of this permit without prior notice to, and written approval of this Office. Any request for amendment and/or extension shall be submitted within the validity period at least one (1) week before such change takes effect.

This permit is subject to recall or revocation at any time should there be any violation of **Republic Act Nos. 7394 and 9711, Administrative Order (A.O.) No. 65 s. 1989 (Guidelines on Advertisements and Promotions to Implement the Generics Act of 1988), A.O. No. 119 s. 2000 (Additional Guidelines on the Promotion of OTC Drugs to the Public – inclusion of adverse drug reactions)** and other related laws, rules, regulations and the following conditions, *to wit*:

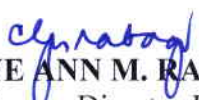
No claim in the advertisement, promotion and sponsorship, and other marketing activities shall be made other than those contained in the approved label or packaging of the product

The coverage area and all participating outlets will not be allowed unless the same are duly licensed drug establishment by the FDA.

The approved sales promotion materials/announcements shall contain the phrase **“DOH-FDA-CDRR Permit No. 1098 s. 2025”**.

WITNESS MY HAND and the Seal of this Office, this 14th day of October 2025.

BY THE AUTHORITY OF THE DIRECTOR GENERAL


DR. CHARMAINE ANN M. RABAGO
 Officer-in-Charge, Director IV
 Center for Drug Regulation and Research

Amt. Paid: ₱5050
 OR No.: SEQ# 10092025114602200
 Date : 10/9/2025

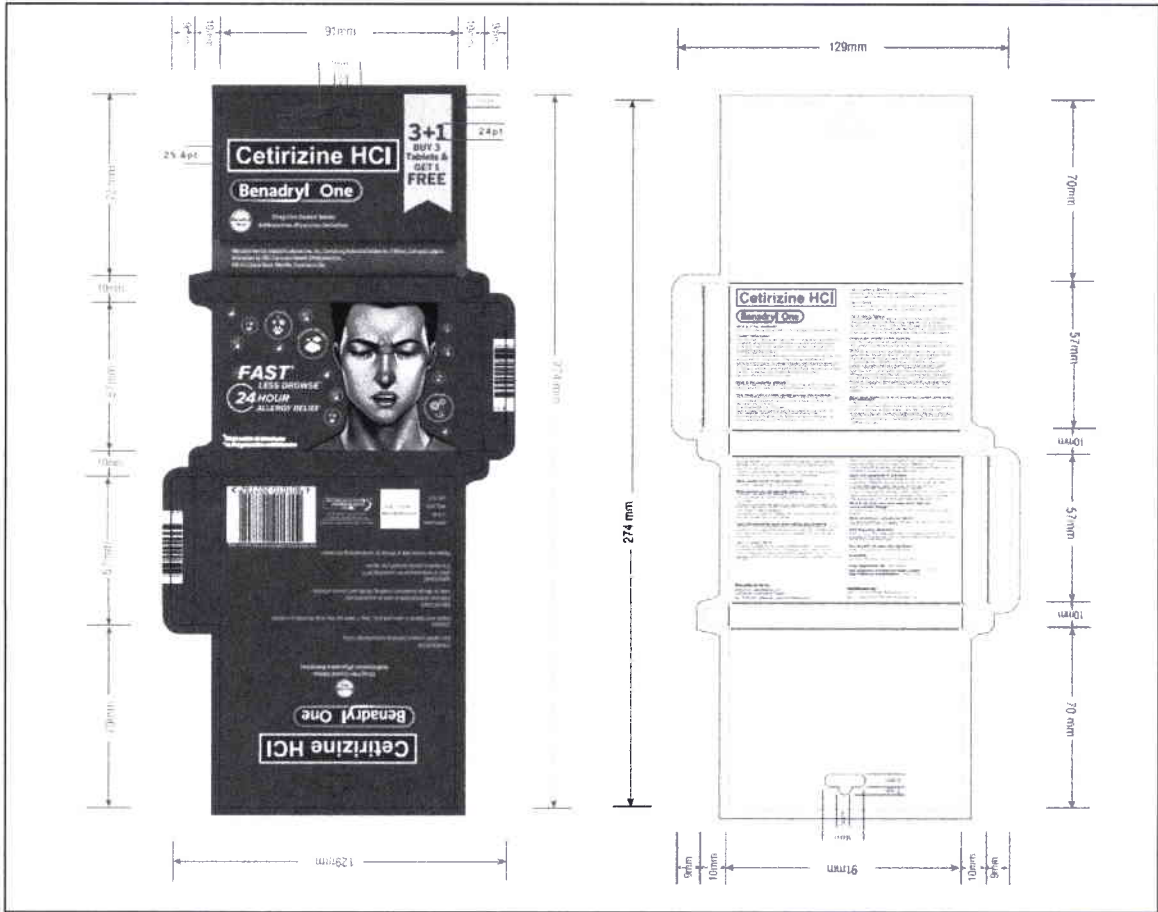


List of Participating Product

No.	Health Products	Reg. No.	CPR Validity	Classification
1	Cetirizine hydrochloride (Benadryl One) 10 mg Film-Coated tablet	DRP-1469-02	31 January 2028	Over-the-Counter Drug

Approved Design of Media/ Collateral Material

Promo Box



Approved Media/ Collateral Material shall contain the phrase “DOH-FDA-CDRR Permit No. 1098 s. 2025”.

Nothing Follows

Amt. Paid: P5050
OR No.: SEQ# 10092025114602200
Date :10/9/2025



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Kevin Harrel B. Pentinio
Trade Activation Manager
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City