

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.	: 1100 s. 2025
Promotion Title	: Benadryl AH 6+2 Promo
Duration	: 01 May 2026 to 27 October 2026
Coverage	: Drugstores, e-Commerce Platforms (with valid LTO), RONPDs Nationwide
Media/Collateral Material/s	: Sticker belt
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*:

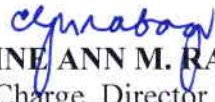
No claim in the advertisement, promotion and sponsorship, and other marketing activities shall be made other than those contained in the approved label or packaging of the product

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. 1100 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# 10062025141301900
Date : 10/7/2025



20250903143632

List of Participating Product

No.	Health Products	Reg. No.	CPR Validity	Classification
1	Diphenhydramine Hydrochloride (Benadryl AH) 25 mg Capsule	DR-XY45645	27 October 2026	Over-the-Counter Drug

Approved Design of Media/ Collateral Material

Sticker belt

PROMO SCHEME	Bena AH 6+2 Sticker v0 LOS	PROJECT/ACCT NAME	Benadryl 6+2 Promo	MATERIAL	Sticker																																														
ARTWORK / LOOK OF SUCCESS																																																			
FOR ALLERGIES 6+2 PROMO BUY 6 pcs capsules and get 2 FREE Diphenhydramine HCl Benadryl AH 25mg CAPSULE Antihistamine RELIEF FROM ALLERGY SYMPTOMS • Sneezing • Skin Itching • Skin Rash/Red • Runny Nose • Itchy, Watery Eyes • Hives Product of J&J Consumer Products, Inc. Manufactured by J&J Consumer Products, Inc. For Medical / Hospital / Hospital Product of J&J Consumer Products, Inc. Manufactured by J&J Consumer Products, Inc. For Medical / Hospital / Hospital FOR ALLERGIES 6+2 PROMO BUY 6 pcs capsules and get 2 FREE Diphenhydramine HCl Benadryl AH 25mg CAPSULE Antihistamine RELIEF FROM ALLERGY SYMPTOMS • Sneezing • Skin Itching • Skin Rash/Red • Runny Nose • Itchy, Watery Eyes • Hives Product of J&J Consumer Products, Inc. Manufactured by J&J Consumer Products, Inc. For Medical / Hospital / Hospital Product of J&J Consumer Products, Inc. Manufactured by J&J Consumer Products, Inc. For Medical / Hospital / Hospital 80 % Barcode Magnification 34.5 mm 25.08 mm 4 801010 207726 > 22 cm 2 cm 8 cm 2 cm 8 cm 2 cm 1.5 cm 2 cm x 1.5 cm (pre-attached) Per DOH-FDA CDRR Permit No. 1100 s. 2025 4 801010 207726 > 6+2 PROMO BUY 6 pcs capsules and get 2 FREE <tr><td colspan="6"><table><tr><td colspan="4">JOHNSON & JOHNSON</td><td colspan="4">SIGNATURE & DATE</td></tr><tr><td>FILE NAME</td><td>Seria AH 6+2 1963511010 Sticker v1 ai</td><td>START DATE</td><td>Jan 21-23</td><td>1</td><td>FRANCHISE LEAD</td><td>2</td><td>GPD</td></tr><tr><td>ARTIST</td><td>plallao</td><td>REVISION DATE</td><td>Aug 9-23</td><td>3</td><td>3</td><td>3</td><td>CG</td></tr><tr><td>SIZE</td><td>22cm W x 1.5cm H</td><td>REVISION #</td><td>3</td><td>4</td><td>4</td><td>4</td><td>NA</td></tr><tr><td>COLORS</td><td> CYAN MAGENTA YELLOW BLACK FRESH </td><td>REVISION MADE</td><td>update Product shot</td><td>5</td><td>5</td><td>5</td><td>5</td></tr></table></td></tr>						<table><tr><td colspan="4">JOHNSON & JOHNSON</td><td colspan="4">SIGNATURE & DATE</td></tr><tr><td>FILE NAME</td><td>Seria AH 6+2 1963511010 Sticker v1 ai</td><td>START DATE</td><td>Jan 21-23</td><td>1</td><td>FRANCHISE LEAD</td><td>2</td><td>GPD</td></tr><tr><td>ARTIST</td><td>plallao</td><td>REVISION DATE</td><td>Aug 9-23</td><td>3</td><td>3</td><td>3</td><td>CG</td></tr><tr><td>SIZE</td><td>22cm W x 1.5cm H</td><td>REVISION #</td><td>3</td><td>4</td><td>4</td><td>4</td><td>NA</td></tr><tr><td>COLORS</td><td> CYAN MAGENTA YELLOW BLACK FRESH </td><td>REVISION MADE</td><td>update Product shot</td><td>5</td><td>5</td><td>5</td><td>5</td></tr></table>						JOHNSON & JOHNSON				SIGNATURE & DATE				FILE NAME	Seria AH 6+2 1963511010 Sticker v1 ai	START DATE	Jan 21-23	1	FRANCHISE LEAD	2	GPD	ARTIST	plallao	REVISION DATE	Aug 9-23	3	3	3	CG	SIZE	22cm W x 1.5cm H	REVISION #	3	4	4	4	NA	COLORS	CYAN MAGENTA YELLOW BLACK FRESH	REVISION MADE	update Product shot	5	5	5	5
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Approved Media/ Collateral Material shall contain the phrase “DOH-FDA-CDRR Permit No. 1100 s. 2025”.

Nothing Follows

Amt. Paid: P5050
OR No.: SEQ# 10062025141301900
Date :10/7/2025



20250903143632

Kevin Harrel B. Pentinio
Trade Activation Manager
JNTL Consumer Health (Philippines), Inc
KM 14 Edison Road, Merville, Parañaque
City