



# Food and Drugs Authority

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FDA/CPE/PRL/17/0001

19th January, 2017

The News Editor

Dear Sir/ Madam,

## PRESS RELEASE - BLUE JEANS ENERGY DRINK

The attention of the Food and Drugs Authority (FDA) has been drawn to a video circulating on social media on an Energy Drink alleged to be "Blue Jeans Energy Drink"

The video shows that the product has been relabeled as Blue Jeans Energy Drink. It appears however that the product is not Blue Jeans Energy Drink in fact.

We acknowledge with deep concerns the potential safety issues this video raises and the apparent panic it has caused.

The FDA regrets that the consuming public has had to grapple with this challenge, and wishes to assure the public that it has taken immediate steps to address the concerns.

The importer is assisting with investigations. Meanwhile the FDA has taken further steps by ordering:

1. Cessation of the distribution and sale of all Blue Jeans Energy Drinks
2. Total recall from trade of the special Christmas consignment of Blue Jeans Energy Drinks with labels bearing Santa Claus (Father Christmas)
3. Submission of all relevant documents for its examination

Members of the general public who have stocks of the above mentioned product should contact the nearest FDA Office or call any of the following numbers:.

**TOLL FREE - 0800151000 (AIRTEL AND VODAFON)**

**HOT LINES - 0299802932, 0299802933**

**SMS SHORTCODE – 4015 (ALL NETWORKS EXCEPT GLO)**

We wish to assure the general public that the FDA has commenced investigations into the matter and would take the necessary regulatory measures and actions to protect public health and safety.



**HUDU MOGTARI**  
**CHIEF EXECUTIVE OFFICER**