



HSA ALERT: ‘PRIME KOPI PEJUANG 3 IN 1’ FOUND TO CONTAIN A POTENT MEDICINAL INGREDIENT WHICH LED TO ADVERSE EFFECTS IN CONSUMERS

The Health Sciences Authority (HSA) is alerting members of the public not to purchase or consume ‘Prime Kopi Pejuang 3 in 1’ that was marketed online as a natural product containing “herbal ingredients of high quality” that enhances men’s sexual health. After receiving feedback on two cases of adverse effects seen in consumers, HSA proceeded to test the coffee product and found that contrary to the advertisement claims, it is not natural or herbal and contains high concentration of an undeclared synthetic potent medicinal ingredient, tadalafil.

One consumer hospitalised after taking ‘Prime Kopi Pejuang 3 in 1’

2 One consumer was admitted to the hospital emergency department after he experienced adverse effects such as body aches, chills, migraine, tightness around the jawline. Another consumer experienced priapism (prolonged erection) of about 4 hours long after taking the product. Priapism is a serious condition and can lead to penile tissue damage and permanent loss of potency if not treated immediately.

3 Consumers who consume the product according to the labelled instructions for use (one sachet daily) could be overdosing on more than 10 times the usual prescribed dose of tadalafil. Tadalafil is a prescription medicine used to treat erectile dysfunction that should only be given under medical supervision. Inappropriate use of tadalafil is dangerous and can increase the risk of serious adverse effects, including heart attacks, stroke, palpitations, irregular heart rate and priapism. Tadalafil can also pose serious health risks to certain individuals, including those with heart-related problems. It can cause potentially life-threatening low blood pressure in those who are on heart medications, especially those containing nitrates.

4 'Prime Kopi Pejuang 3 in 1' was sold on local e-commerce (Shopee, Lazada, Qoo10 and Carousell) and a social media platform (Facebook). HSA has worked with the platform administrators to remove the affected listings and has issued warnings to the sellers. Please refer to **Annex A** for photos of the product.

Advisory to consumers

5 Consumers are advised to:

- Stop taking 'Prime Kopi Pejuang 3 in 1' immediately and consult a doctor if you feel unwell or are concerned about your health.
- Be wary of products that deliver quick effects or carry exaggerated claims such as "maximum masculine energy", "multiple rounds in one night". They can contain undeclared potent medicinal ingredients that can seriously harm your health.
- Exercise caution when buying such products online as you cannot be certain where and how these products were made and whether they have been adulterated with harmful ingredients. Only buy from reputable pharmacies and retailers' websites or those with an established retail presence in Singapore. Adulterated products are often manufactured under poor conditions with no quality control, and different batches of the same product may contain variable amounts of ingredients and/or different types of adulterants.

Advisory to sellers and suppliers

6 All sellers and suppliers must stop selling or supplying 'Prime Kopi Pejuang 3 in 1' immediately. HSA will not hesitate to take stern enforcement actions against anyone who sells and/or supplies products found to be adulterated with potent medicinal ingredients. Sellers and suppliers who are selling or supplying 'Prime Kopi Pejuang 3 in 1' are liable to be prosecuted and if convicted, may be imprisoned for up to 2 years and/or fined up to \$10,000.

7 Members of the public who have any information on the sale and supply of this illegal product may contact HSA's Enforcement Branch at Tel: 6866-3485 during office hours (Monday to Friday) or email: hsa_is@hsa.gov.sg.

HEALTH SCIENCES AUTHORITY

SINGAPORE

26 MAY 2022

About the Health Sciences Authority (HSA)

The Health Sciences Authority (HSA) applies medical, pharmaceutical and scientific expertise through its three professional groups, Health Products Regulation, Blood Services and Applied Sciences, to protect and advance national health and safety. HSA is a multidisciplinary authority. It serves as the national regulator for health products, ensuring they are wisely regulated to meet standards of safety, quality and efficacy. As the national blood service, it is responsible for providing a safe and adequate blood supply. It also applies specialised scientific, forensic, investigative and analytical capabilities in serving the administration of justice. For more details, visit <http://www.hsa.gov.sg/>.

For more updates on public health and safety matters, follow us on Twitter at www.twitter.com/HSAsg.

About HSA's Health Products Regulation Group

The Health Products Regulation Group (HPRG) of HSA ensures that medicines, innovative therapeutics, medical devices and health-related products are wisely regulated and meet appropriate safety, quality and efficacy standards. It contributes to the development of biomedical sciences in Singapore by administering a robust, scientific and responsive regulatory framework.

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Photos of 'Prime Pejuang Kopi 3 in 1' that was tested by HSA

