

**[DOH ADMINISTRATIVE ORDER NO. 10, s.1993,
March 22, 1993]**

**RULES AND REGULATIONS ON LABELING AND ADVERTISEMENT
OF CIGARETTES**

Whereas, the Department of Health (DOH) is the implementing agency for Chapter IV, Labeling and Fair Packaging of R.A. 7394 or the Consumers Act of 1992 with respect to hazardous substances;

Whereas, cigarettes are considered by the Republic Act as products which are hazardous to health;

Whereas, Article 94, Chapter IV of R.A. 7394 provides:

"All cigarettes for sale or distribution within the country shall be contained in a package which shall bear the following statement or its equivalent in Filipino: "Warning" Cigarette Smoking is Dangerous to Your Health." Such statement shall be located in conspicuous place on every cigarette package and shall appear in conspicuous and legible type in contrast by typography, layout, or color with other printed matter on the package. Any advertisement of cigarette shall contain the same warning as indicated in the label."

Whereas, Article 77 of R.A. 7394 authorizes the implementing agency, in this case, the Department of Health (DOH), to promulgate rules and regulations requiring warning of toxicity, among others;

Wherefore, the DOH hereby promulgates the following rules and regulations governing labeling and advertisement of cigarettes.

SECTION 1. It is the policy of the State to protect the interest of the consumer, promote his general welfare, and to establish standards of conduct for business and industry. Towards this end, the State shall implement measures to achieve the following objectives:

- a. protection against hazards to health and safety;
- b. protection against deceptive, unfair, and unconscionable sales acts and practices;
- c. provision of information and education to facilitate sound choice and the proper exercise of rights by the consumer; and
- d. provision of adequate rights and means of redress and formulation of social and

economic policies.

SECTION 2. To achieve these objectives, the DOH through its Bureau of Food and Drugs (BFAD) shall ensure that the warning against the health hazards caused by cigarette smoking is completely and clearly disseminated to the consumers.

SECTION 3. The best interest of the consumer shall be considered in the interpretation and implementation of these rules and regulations in accordance with Article 3 of R.A. 7394.

SECTION 4. This order shall apply to cigarette and cigars. Whenever the word **cigarette** is mentioned in these rules and regulations, it shall mean to include cigars.

SECTION 5. The package of all cigarettes for sale or distribution within the country shall bear the statement:

"SECRETARY OF HEALTH'S WARNING: CIGARETTE SMOKING IS DANGEROUS TO HEALTH"

a. The warning statement shall be located on the lower portion of the front and back of the principal display panel of the cigarette pack.

b. The warning statement shall be of black color in type-size letters of bold Helvetica, not less than 3mm. on the standard size cigarette packs of about 10 cm. in length, and shall be enclosed by an outlined box of the same black color on a rectangular white background not less than 25% of the area of the front and back principal display panels.

An illustration of this requirement is hereto attached as Appendix A". *

c. The Filipino equivalent of the warning statement may be used, which shall read:

"BABALA NG KALIHIM NG KALUSUGAN: ANG PANINIGARILYO AY MAPANGANIB SA KALUSUGAN."

d. The word **package** referred to here shall include the primary cigarette pack, the carton containing the packs (ream), the boxes containing the cartons as well as equivalent containers for cigars.

e. Prototype labels containing the above warning shall be submitted to BFAD for approval prior to final printing.

SECTION 6. Any advertisement of cigarette shall contain the warning statement indicated in the label.

a. In advertisement through television, the warning statement shall appear and be voiced over in the same prominence and volume as the brand name at the end of