

**[ DTI DEPARTMENT ADMINISTRATIVE ORDER NO. 01, S. 2008, January 21, 2008 ]**

**ADDENDA TO THE IMPLEMENTING RULES AND REGULATIONS OF  
REPUBLIC ACT NO. 7394 OTHERWISE KNOWN AS THE  
CONSUMER ACT OF THE PHILIPPINES OR THE DEPARTMENT  
ADMINISTRATIVE ORDER NO. 2, SERIES OF 1993 ON THE  
MATTER OF CHAPTER IV ON LABELING AND FAIR PACKAGING**

WHEREAS, Republic Act No. 7394 or the Consumer Act of the Philippines declares that it is the policy of the State to protect the interests 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 and (b) protection against deceptive, unfair and unconscionable sales act and practices, among others;

WHEREAS, the same Act further declares that the State shall enforce compulsory labeling, and fair packaging to enable the consumer to obtain accurate information as to the nature, quality and quantity of the contents of consumer products and to facilitate his comparison of the value of such products;

WHEREAS, the State's authority to enforce compulsory labeling and fair packaging is consistent with the Philippine obligation to the General Agreement on Tariff and Trade ("GATT"), particularly on Article III on National Treatment on Internal taxation and Regulation;

WHEREAS, there is a need to update and tighten existing implementing rules on product labeling, proper and correct description of goods, product labels with foreign characters/languages, data/information on product contents and origins and other similar purposes;

NOW, THEREFORE, pursuant to the provisions of the Consumer Act of the Philippines, the following Order is hereby prescribed for the information, guidance and compliance of all concerned;

*SECTION 1. Scope and Coverage* - This Order shall apply to all consumer products, whether locally manufactured or imported, being sold in the Philippines and falling under the jurisdiction of the Department of Trade and Industry ("DTI") as contemplated by R.A. No. 7384.

*SECTION 2. Mandatory Translation in English or Filipino Language in the Label* - It shall be mandatory for ail manufacturers, distributors, importers or repackers of consume!" products covered herein, whether locally manufactured or imported, to indicate in their labels or packaging, a parallel translation in the English or Filipino language of the nature, quality and quantity and other relevant information or instructions of such consumer products in a manner that cannot be easily removed,