

**[ PRC RESOLUTION NO. 96-432, June 07, 1996 ]**

**INTERPRETING THE MEANING OF ADVERTISEMENT OR  
ADVERTISING UNDER CERTAIN CIRCUMSTANCES AS NOT  
VIOLATIVE OF THE CODES OF ETHICS OF THE VARIOUS  
PROFESSIONS UNDER THE SUPERVISION OF THE  
PROFESSIONAL REGULATION COMMISSION**

WHEREAS, registered professionals must adhere to a Code of Professional Ethics which governs their relations with the public in general, their co-professionals, their clients and the State in the practice of their respective professions;

WHEREAS, the Code of Ethics promulgated by the different Professional Regulatory Boards like Accountancy, Agricultural Engineering, Architecture, Interior Design, Civil Engineering, Dentistry, Medicine, Mining Engineering, Naval Architecture and Marine Engineering, Optometry, Pharmacy, Radiologic Technology and Veterinary Medicine, among others, all contain prohibitions on certain kinds of advertising which are considered as degrading to the profession;

WHEREAS, the rationale behind the prohibition of certain kinds of advertising or advertisements is to lend dignity to the professions which, unlike ordinary services and merchandise, should not be peddled in the market place through touting and self-laudatory means;

WHEREAS, most of the professions are allowed to be practiced individually, or through professional partnership;

WHEREAS, a professional, whether as an individual or as a firm, has the right to celebrate auspicious events in his/its history, without the intention of soliciting new business;

WHEREAS, the acts or events or facts concerning certain professional partnerships or firms of which they are members that are newsworthy merit public awareness as part of public service especially those that have reference to their past achievements or accomplishments in contributing towards nation building or promoting international understanding or goodwill or relationships or enhancing the image or standards of the profession to which they belong;

WHEREAS, such public awareness can be created through press or other media releases or announcements or newspaper supplements or other similar publications or through other commemorative media or through the holding of media covered events on special occasions like in commemoration of their anniversaries in public practice; provided, that the announcements or undertakings contain only factual matters and without detailed listing of services designed to solicit clients;

WHEREAS, P.D. No. 223, as amended, specifically Sec. 5 (c), empowers the