

[LETTER OF INSTRUCTIONS No. 1376, January 31, 1984]

TO: The Minister of Trade and Industry
The Director of Domestic Trade

Over the years, beauty contests have proliferated in the country and, in time, have become vehicles of national identity and pride. In many instances, however, these beauty contests have tended to be highly commercialized, grossly exploitative of the unsuspecting contestants, and seemingly violative of existing laws, rules and regulations.

In view of the above, and in order to safeguard the integrity of beauty contests, promote the welfare of and protect the participants thereof from undue exploitation, I hereby direct and instruct the Bureau of Domestic Trade, by virtue of its regulatory powers and functions under existing laws, to supervise and control, through the Ministry of Trade and Industry, the conduct of beauty-contests, and to promulgate the necessary rules and regulations to ensure the attainment of the objectives of this issuance.

"Beauty Contest" refers to any competition open to any male or female, which is national in character or scope, whether with or without international affiliation, wherein the winner or winners are chosen on the basis of beauty or other physical attributes or a combination of beauty and talent, intelligence, charm, grace or other similar qualities.

The Bureau is further instructed to coordinate with the appropriate government agencies in the regulation of beauty contests, including the disposition of funds, donations to charity and other similar activities.

Done in the City of Manila, this 31st day of January, in the year of Our Lord, nineteen hundred and eighty-four.

(Sgd.) FERDINAND E. MARCOS
President of the Philippines

By the President:

(Sgd.) MANUEL M. LAZARO
Presidential Assistant for Legal Affairs



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