

THIRTEENTH CONGRESS OF THE REPUBLIC)  
OF THE PHILIPPINES )  
First Regular Session )

'04 JUL -1 P12:57

RECEIVED BY: 

SENATE  
S. B. No. 1270

Introduced by Senator Miriam Defensor Santiago

EXPLANATORY NOTE

The Consumer Act of the Philippines, Article 94 does not require on each cigarette promotional product the inclusion of a warning that cigarette smoking may be hazardous to one's health. The Consumer Act merely requires the labeling of the packages of cigarettes for sale or distribution within the country but it does not require that other promotional products should contain such labeling requirements.

Hence, this bill seeks to amend such law by requiring that promotional products for cigarettes should bear labels, warning the public of the health dangers associated with cigarette smoking.

  
MIRIAM DEFENSOR SANTIAGO

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AN ACT  
AMENDING REPUBLIC ACT NO. 7394  
ALSO KNOWN AS THE CONSUMER ACT OF THE PHILIPPINES,  
ARTICLE 94

*Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled.*

SECTION 1. Republic Act No. 7394, also known as the Consumer Act of the Philippines, Art. 94, is hereby amended by adding the following paragraph:

*Cigarette Promotional Product Labeling.* - It shall be unlawful for any person to manufacture, package, or import for sale or distribution within the country any object that is sold or given or caused to be sold or given by any manufacturer, packager, or importer to consumers for their personal use and that displays the brand name, logo, or selling message of any cigarette product, including pens, pencils, clothing, and sporting goods, unless such object bears, in accordance with the requirements of this section, one of the following labels:

(1) GOVERNMENT WARNING: Smoking  
Causes Lung Cancer, Heart Disease, Emphysema, and may  
Complicate Pregnancy.

(2) GOVERNMENT WARNING: Quitting  
Smoking Now Greatly Reduces Serious Risks to Your  
Health.

(3) GOVERNMENT WARNING: Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

(4) GOVERNMENT WARNING: Cigarette Smoke Contains Carbon Monoxide.

The label shall be located in a conspicuous and prominent place on the object, in a format and legible type, in contrast with all other printed material on the object.

SECTION. 2. *Separability Clause.* If any provision, or part hereof, is held invalid or unconstitutional, the remainder of the law or the provision not otherwise affected shall remain valid and subsisting.

SECTION. 3. *Repealing Clause.* Any law, presidential decree or issuance, executive order, letter of instruction, administrative order, rule or regulation contrary to, or inconsistent with, the provision of this Act is hereby repealed, modified, or amended accordingly.

SECTION 4. *Effectivity Clause.* This Act shall take effect fifteen (15) days after its publication in at least two (2) newspapers of general circulation.

Approved.