

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

SENATE  
S.B. NO. 1503

Introduced by Senator Miriam Defensor Santiago

**EXPLANATORY NOTE**

The Constitution, Article 12, provides:

Section 12. The State shall promote the preferential use of Filipino labor, domestic materials, and locally produced goods, and adopt measures that help make them competitive.

Republic Act No. 7394, a.k.a. the "Consumer Act of the Philippines," Article 77 provides for the minimum labeling requirements for consumer products. However, it does not provide for a label that will specifically help promote the preferential use of Filipino products.

Hence, this bill seeks to amend such law by mandating, in addition to the minimum labeling requirements, that consumer products manufactured by Filipino-owned enterprises for local and international distribution shall bear the label: "Proudly made in the Philippines."

  
MIRIAM DEFENSOR SANTIAGO

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S.B. NO. 1503 RECEIVED BY: \_\_\_\_\_

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**AN ACT  
AMENDING REPUBLIC ACT NO. 7394, ALSO KNOWN AS THE "CONSUMER  
ACT OF THE PHILIPPINES," ARTICLE 77**

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

SECTION 1. Republic Act No. 7394, also known as the "Consumer Act of the Philippines," Article 77, is hereby amended to read as follows:

ARTICLE 77. Minimum Labeling Requirements for Consumer Products.—All consumer products domestically sold whether manufactured locally or imported, shall indicate the following in their respective labels of packaging:

- a) its correct and registered trade name or brand name;
- b) its duly registered trademark;
- c) its duly registered business name;
- d) the address of the manufacturer, importer, repacker of the consumer product in the Philippines;
- e) its general make or active ingredients;
- f) the net quality of contents, in terms of weight, measure or numerical count rounded off to at least the nearest tenths in the metric system;
- g) country of manufacture, if imported; and
- h) if a consumer product is manufactured, refilled, or repacked under license from a principal, the label shall also state the fact.

"ALL CONSUMER PRODUCTS MANUFACTURED BY FILIPINO-OWNED ENTERPRISES FOR LOCAL OR INTERNATIONAL DISTRIBUTION SHALL, IN ADDITION, BEAR THE LABEL "PROUDLY MADE IN THE PHILIPPINES."

The following may be required by the concerned department in accordance with the rules and regulations they will promulgate under authority of this Act:

- a) whether it is flammable or inflammable;
- b) directions for use, if necessary;
- c) warning of toxicity;
- d) wattage, voltage, or amperes; or
- e) process of manufacture used if necessary.

Any word, statement, or other information required by or under authority of this preceding paragraph shall appear on the label or labeling with such conspicuousness as compared with other words, statements, designs, or devices therein, and in such terms as to render it likely to be read and understood by the ordinary individual under customary condition of purchase or use.

The above requirements shall form an integral part of the labeling without danger of being erased or detached under ordinary handling of the product.

SECTION 2. *Separability Clause.* — If any provision, or part hereof, is held invalid or unconstitutional, the remainder of the laws 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 provisions 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 publication.

Approved.