

SIXTEENTH CONGRESS OF THE REPUBLIC )  
OF THE PHILIPPINES )  
Third Regular Session )



15 SEP -8 P1 54

SENATE  
S. No. 2941

RECEIVED BY: *J.*

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Introduced by Senator Miriam Defensor Santiago

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

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 labelling 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 labelling requirements, that consumer products manufactured by Filipino-owned enterprises for local and international distribution shall bear the label: "Proudly made in the Philippines."<sup>1</sup>

*Miriam Defensor Santiago*  
MIRIAM DEFENSOR SANTIAGO  
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<sup>1</sup> This Bill was originally filed in the Thirteenth Congress, First Regular Session.

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

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

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

- 7 a) Its correct and registered trade name or brand name;  
8 b) Its duly registered trademark;  
9 c) Its duly registered business name;  
10 d) The address of the manufacturer, importer, repacker of the  
11 consumer product in the Philippines;  
12 e) Its general make or active ingredients;  
13 f) The net quality of contents, in terms of weight, measure or  
14 numerical count rounded off to at least the nearest tenths in the  
15 metric system;  
16 g) Country of manufacture, if imported; and

1 h) If a consumer product is manufactured, refilled or repacked  
2 under license from a principal, the label shall also state the fact.

3 i) **ALL CONSUMER PRODUCTS MANUFACTURED BY**  
4 **FILIPINO-OWNED ENTERPRISES FOR LOCAL OR**  
5 **INTERNATIONAL DISTRIBUTION SHALL, IN**  
6 **ADDITION, BEAR THE LABEL "PROUDLY MADE IN**  
7 **THE PHILIPPINES."**

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

- 11 a) Whether it is flammable or inflammable;
- 12 b) Directions for use, if necessary;
- 13 c) Warning of toxicity;
- 14 d) Wattage, voltage, or amperes; or
- 15 e) Process of manufacture used if necessary.

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

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

1           SECTION 2. *Separability Clause.* – If any provision of this Act is held invalid or  
2 unconstitutional, the same shall not affect the validity and effectivity of the other  
3 provisions hereof.

4           SECTION 3. *Repealing Clause.* – All laws, decrees, orders, and issuances, or  
5 portions thereof, which are inconsistent with the provisions of this Act, are hereby  
6 repealed, amended or modified accordingly.

7           SECTION 4. *Effectivity Clause.* – This Act shall take effect fifteen (15) days after  
8 its publication in the *Official Gazette* or in two (2) newspapers of general circulation.

Approved,

/aml 2015