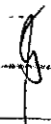


FOURTEENTH CONGRESS OF THE REPUBLIC )  
OF THE PHILIPPINES )  
First Regular Session )

7 JUL 18 1915

SENATE  
S. B. No. 1262

RECEIVED BY: 

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Introduced by Senator Miriam Defensor Santiago

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EXPLANATORY NOTE

The Constitution, Article XII, 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 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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\* This bill was originally filed during the Thirteenth Congress, First Regular Session.

FOURTEENTH CONGRESS OF THE REPUBLIC)  
OF THE PHILIPPINES )  
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7 JUL 18 2011

SENATE  
S. B. No. 1262

RECEIVED BY: 

Introduced by Senator Miriam Defensor Santiago

1 AN ACT  
2 AMENDING REPUBLIC ACT NO. 7394, ALSO KNOWN AS THE "CONSUMER  
3 ACT OF THE PHILIPPINES," ARTICLE 77, ON LABELS OF CONSUMER PRODUCTS  
4 MANUFACTURED BY FILIPINO-OWNED ENTERPRISES

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

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

9 ARTICLE 77. Minimum Labeling Requirements for Consumer Products.

10 - All consumer products domestically sold whether manufactured locally or  
11 imported, shall indicate the following in their respective labels of packaging:

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

23 "ALL CONSUMER PRODUCTS MANUFACTURED BY FILIPINO-  
24 OWNED ENTERPRISES FOR LOCAL OR INTERNATIONAL

1 DISTRIBUTION SHALL, IN ADDITION, BEAR THE LABEL” “PROUDLY  
2 MADE IN THE PHILIPPINES.”

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

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

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

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

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

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

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

26 Approved.