

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

7 JUL 18 1951

SENATE
S. B. No. 1289

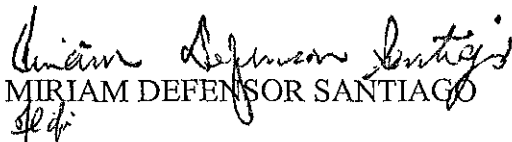
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Introduced by Senator Miriam Defensor Santiago

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.

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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* This bill was originally filed during the Thirteenth Congress, First Regular Session.

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

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

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

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

- 15 (1) GOVERNMENT WARNING: Smoking Causes Lung Cancer,
16 Heart Disease, Emphysema, and may complicate Pregnancy.
- 17 (2) GOVERNMENT WARNING: Quitting Smoking Now Greatly
18 Reduces Serious Risks to Your Health.
- 19 (3) GOVERNMENT WARNING: Smoking by Pregnant Women May
20 Result in Fetal Injury, Premature Birth, and Low Birth Weight.
- 21 (4) GOVERNMENT WARNING: Cigarette Smoke Contains Carbon
22 Monoxide.

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

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

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

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

9 Approved,