

**Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila**

Thirteenth Congress
First Regular Session

House Bill No. 2006



Introduced by Honorable Catalino V. Figueroa

EXPLANATORY NOTE

This bill seeks to ban/prohibit the advertisements in print or in television where women poses or models in sexually suggestive postures. Similarly, this bill aims to stop the advertisements and employment of young, sexy and attractive women who are being use to lure and impress the minds of the general public by portraying the model as an object of pleasure and desire rather than the product she is promoting.

In order to attract the attention of the public in pursuit of high profits, enterprising firms spend much in advertisement and promotion of products to boost the sale by hiring young and good looking women to pose in order to promote their products.

In view thereof, the approval of this bill is highly recommended.


CATALINO V. FIGUEROA

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**AN ACT
BANNING ADVERTISEMENTS IN PRINT AND TELEVISION WHERE WOMEN
POSE IN SEXY OR SEXUALLY SUGGESTIVE POSTURES AND PROVIDING
PENALTIES FOR VIOLATION THEREOF.**

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

SECTION 1. Advertisements of goods and services in print and in television using women in sexy or sexually suggestive poses is prohibited.

For purposes of this Act, sexy or sexually suggestive pose shall mean the condition wherein a given position, attitude or portrayal is suggesting or tend to suggest or stimulate something considered improper, indecent or lewd for advertising purposes.

SECTION 2. Any person who violates the provisions of this Act or the rules and regulations issued pursuant hereto shall be punished by imprisonment of not less than six (6) years or a fine of not less than Fifty Thousand Pesos (P50,000.00) nor more than One Hundred Thousand Pesos (P100,000.00) or both such imprisonment and fine at the discretion of the court.

If the offender is a corporation, firm, partnership or association, the penalty shall be composed upon the responsible officers of the corporation, firm, partnership or association.

If the offender is an alien, he shall be deported after serving sentence without further proceedings and shall forever be barred from entering the Philippines.

SECTION 3. The Department of Trade and Industry shall promulgate the necessary rules and regulations for the effective implementation of this Act.

SECTION 4. All laws, orders, rules and regulations, and other issuances, or parts thereof which are inconsistent herewith are hereby repealed or amended accordingly.

SECTION 5. This Act shall take effect upon its approval.

Approved,