

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

FIFTEENTH CONGRESS

First Regular Session

HOUSE BILL NO. 6671 679

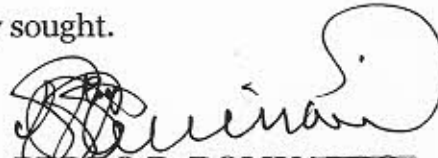
INTRODUCED BY REPRESENTATIVE PEDRO P. ROMUALDO

The present provisions of the Consumer Code or Republic Act No. 7394 as to the cigarette labeling do not carry any government warning. It is the responsibility of the government to provide this hazard to health warning to cigarette users or those planning to try cigarettes.

There is a high incidence of health risks related to cigarette smoking especially for pregnant women. It is therefore prudent to include a government warning in the labeling, packaging, promotion, distribution and sale of cigarettes.

This measure proposes to provide the manner of government warnings that will be carried by manufacturers, distributors, sellers and advertisers of cigarettes. The Department of Health is mandated to strictly monitor its compliance and file appropriate cases for violation of the Consumer Code, as amended.

The early passage of this bill is earnestly sought.


PEDRO P. ROMUALDO

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AN ACT
AMENDING ARTICLE 94 OF REPUBLIC ACT NO. 7394 OTHERWISE KNOWN AS
THE "CONSUMER CODE OF THE PHILIPPINES"

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

SECTION 1. Insert a new paragraph in Article 94, Republic Act No. 7394, to read as follows:

CIGARETTE PROMOTIONAL PRODUCT LABELING. – IT SHALL BE UNLAWFUL FOR ANY PERSON TO MANUFACTURE, PACKAGE, OR IMPORT FOR SALE OR DISTRIBUTION WITHIN THE COUNTRY ANY OBJECT THAT IS SOLD OR GIVEN OR CAUSED TO BE SOLD OR GIVEN BY ANY MANUFACTURER, PACKAGER, OR IMPORTER TO CONSUMERS FOR THEIR PERSONAL USE AND THAT DISPLAYS THE BRAND NAME, LOGO, OR SELLING MESSAGE OF ANY CIGARETTE PRODUCT, INCLUDING PENS, PENCILS, CLOTHING, AND SPORTING GOODS, UNLESS SUCH OBJECT BEARS, IN ACCORDANCE WITH THE REQUIREMENTS OF THIS SECTION, ONE OF THE FOLLOWING LABELS:

- (1.) GOVERNMENT WARNING: SMOKING CAUSES LUNG CANCER, HEART DISEASES, EMPHYSEMA, AND MAY COMPLICATE PREGNANCY.**
- (2.) GOVERNMENT WARNING: QUIT SMOKING NOW. IT CAN GREATLY REDUCE SERIOUS RISK TO YOUR HEALTH.**
- (3.) GOVERNMENT WARNING: SMOKING BY PREGNANT WOMEN MAY RESULT IN FETAL INJURY, PREMATURE BIRTH, AND LOW BIRTH WEIGHT.**
- (4.) GOVERNMENT WARNING: CIGARETTE SMOKE CONTAINS CARBON MONOXIDE.**

THE LABEL SHALL BE LOCATED IN A CONSPICUOUS AND PROMINENT PLACE ON THE OBJECT, IN A FORMAT AND LEGIBLE TYPE, IN CONTRAST WITH ALL OTHER PRINTED MATERIAL ON THE OBJECT.

SEC. 2. The Department of Health (DOH) shall strictly monitor compliance of this Act. It shall file appropriate actions in violation of this Act and existing laws.

SEC. 3. Repealing Clause. – All laws, decrees, executive orders and regulations, or parts thereof, inconsistent with the provisions of this Act, are hereby repealed or modified accordingly.

SEC. 4. Separability Clause. If, for any reason, any section or provision of this Act is held unconstitutional or invalid, the other sections or provisions hereof shall not be affected and thereby remain in full force and effect.

SEC. 5. Effectivity Clause. – This Act shall take effect fifteen (15) days after its complete publication in at least two (2) national newspaper of general circulation.

Approved,