

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Constitution Hills, Quezon City

SEVENTEENTH CONGRESS
Second Regular Session



HOUSE BILL NO. 5964

Introduced by **Hon. HARLIN NEIL J. ABAYON, III**

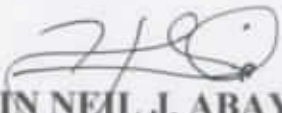
EXPLANATORY NOTE

This proposed piece of public health legislation draws inspiration from the warnings on smoking being dangerous to one's health.

Millions of Filipinos are eating and drinking themselves to ill health and death with their excessive consumption of processed, fermented, and dried foods high in sodium or sugars.

The results of these dangerous habits are preventable lifestyle diseases such as diabetes, cardiovascular diseases, and kidney disorders which could lead to permanent disability or death.

Filipinos thus need to be reminded to take good care of their bodies and health and one of the effective ways is by way of those advertisements, commercials, and other marketing tools.


HARLIN NEIL J. ABAYON, III
Representative, AANGAT TAYO Party-list

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Constitution Hills, Quezon City

SEVENTEENTH CONGRESS
Second Regular Session

HOUSE BILL NO. 5964

Introduced by: **Hon. HARLIN NEIL J. ABAYON, III**

AN ACT
REQUIRING THE INCLUSION IN ADVERTISEMENTS,
COMMERCIALS, AND SIMILAR MARKETING TOOLS
OF WARNINGS AGAINST THE CONSUMPTION
OF FOODS AND BEVERAGES
WITH HIGH SODIUM OR SUGAR CONTENT

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

Section 1. **Short Title.** - This Act shall be known as the "*Broadcast, Webcast, and Published Warnings on Foods High in Sodium or Sugars*".

Section 2. **Declaration of Policy.** - It is the declared policy of the State to adopt an integrated and comprehensive approach to health development and to establish and maintain an effective food and drug regulatory system responsive to the country's health needs and problems.

Section 3. **End-of-Advertisement Warnings.** - Advertisements, commercials and similar marketing tools promoting the consumption of processed, fermented, or dried foods the sugar or sodium content of which are at twenty (20) percent or higher of recommended limit intake in the most recent Recommended Energy and Nutrient Intake (RENI) adopted by the Food and Nutrition Research Institute (FNRI) of the Department of Science and Technology (DOST) must include these warnings at the end of such advertisements, commercials, and similar marketing tools:

"Nakasasama sa kalusugan ang pagkain o pag-inom ng labis na maalat o matamis dahil maaaring magdulot ito ng pangmatagalang mga sakit na maaari maging sanhi ng pagkabalado o kamatayan."

"Ingesting foods and beverages that are high in salts or sugars are harmful to your health because they can, in the long-term, cause diseases that can lead to your permanent disability or death."

Section 4. ***Separability.*** - If any provision or part of this Act is declared invalid or unconstitutional, the remaining parts or provisions not affected shall continue to be in full force and effect.

Section 5. ***Repealing Clause.*** - All laws, executive orders, and administrative orders or parts thereof inconsistent with any provision of this Act are hereby repealed or amended accordingly.

Section 6. ***Effectivity Clause.*** - This Act shall take effect fifteen (15) days after its publication in the online version of the *Official Gazette* or in two (2) newspapers of general circulation with established internet website presence.

Approved.