



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

18th Congress
First Regular Session

Office of the Minority Floor Leader

HOUSE BILL No. 6118

**BY REP. BIENVENIDO "BENNY" M. ABANTE, JR.
AND THE MINORITY BLOC**

**AN ACT
REGULATING THE AIRING OF ADVERTISEMENTS OF
SUGAR SWEETENED BEVERAGES AND PROVIDING
PENALTIES FOR VIOLATION THEREOF**

EXPLANATORY NOTE

This bill seeks to regulate the airing of advertisements of sugar sweetened beverages in all media platforms (radio, television and cable television, film and movies, online social media, electronic, print or whatever form of mass media, including outdoor advertisements, such as but not limited to signs and billboards.

Sugar-sweetened beverages are more strongly associated with high energy intake and weight gain than any other form of processed food.¹ In the Philippines, both the proportion of the population that consumes these beverages and per capita consumption increase with age.² Moreover, the fraction of daily sugar intake that comes from sugar-sweetened beverages

¹ Woodward-Lopez G, Kao J, Ritchie L. To what extent have sweetened beverages contributed to the obesity epidemic? Public Health Nutr. 2011 Mar;14(3):499–509. doi: <http://dx.doi.org/10.1017/S1368980010002375> PMID: 20860886

² Pulse Asia Research Inc., unpublished report, 2017

increased 44% in 10 years: in 2005, Filipinos consumed 14.9 g of sugar per capita per day from sugar-sweetened beverages alone; in 2015, it was 21.4 g.³

A growing proportion of Filipinos of all ages are overweight or obese, which is likely to substantially increase the number of productive years lost due to poor health.⁴ Cross-country comparisons among ASEAN member states indicate that the loss of productive years due to obesity is greatest in the Philippines.⁵

It is the policy of the State to protect the populace from hazardous products and promote the right to health and instill health consciousness among them. It is also the policy of the State, consistent with the Constitutional precept of *parens patriae* to promote the general welfare, to safeguard the interests of children against sugary drinks that cause them harm. For these purposes, the government should institute a balanced policy whereby the use, sale and advertisements of sugar sweetened beverages shall be regulated in order to promote a healthful environment and protect the citizens from the hazards of excessive sugar, like diabetes, tooth decay, high blood pressure, and diseases associated with obesity.

In view of the foregoing, approval of this bill is earnestly sought.



BIENVENIDO "BENNY" M. ABANTE, JR.

Minority Leader

Representative - 6th District of Manila

³ M Abrigo and K Francisco, Philippine Institute for Development Studies, unpublished report, 2018

⁴ 2nd National Nutrition Summit: 8th National Nutrition Survey. Manila: Food and Nutrition Research Institute, Department of Science and Technology; 2013. Available from: <http://122.53.86.125/NNS/8thNNS.pdf>

⁵ Tackling obesity in ASEAN: prevalence, impact, and guidance on interventions. London: Economist Intelligence Unit; 2017. Available from: https://www.eiu.com/public/topical_report.aspx?campaignid=ObesityInASEAN



HOUSE OF REPRESENTATIVES

H.B. No. 6118

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AN ACT
REGULATING THE AIRING OF ADVERTISEMENTS OF SUGAR SWEETENED
BEVERAGES AND PROVIDING PENALTIES FOR VIOLATION THEREOF

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

SECTION 1. *Short Title.*- This Act shall be known as the Sugar Sweetened Beverage Regulation Act of 2020.

SECTION 2. *Policy.*- It is the policy of the State to protect the populace from hazardous products and promote the right to health and instill health consciousness among them. It is also the policy of the State, consistent with the Constitutional precept of *parens patriae* to promote the general welfare, to safeguard the interests especially of children against sugary drinks that cause them harm. For these purposes, the government should institute a balanced policy whereby the use, sale and advertisements of sugar sweetened beverages shall be regulated in order to promote a healthful environment and protect the citizens from the hazards of excessive sugar, like diabetes, tooth decay, high blood pressure, and diseases associated with obesity.

SECTION 3. *Purpose.*- It is the main thrust of this Act to:

- a. Promote a healthful environment;
- b. Inform the public of the health risks associated with sugar sweetened beverages;
- c. Regulate and subsequently ban all advertisements involving sugar sweetened beverages;
- d. Protect the youth from being targets of advertising and promotions of sugar sweetened beverages; and
- e. Create an Inter-Agency Committee on SSB (IAC-SSB) to oversee the implementation of the provisions of this Act.

SECTION 4. *Definition of Terms.*- As used in this Act:

- a. "Advertisement" refers to any visual and/or audible message disseminated to the public about or on a particular product that promote and give publicity by words, designs, images or any other means through broadcast, electronic, print or whatever form of mass media, including outdoor advertisements, such as but not limited to signs and billboards. For the purpose of this Act, advertisement shall be understood as sugar sweetened beverages (SSB) advertisement.
- b. "Advertising" refers to the business of conceptualizing, presenting, making available and communicating to the public, through any form of mass media, any fact, data or information about the attributes, features, quality or availability of consumer products, services or credit. For the purpose of this Act, advertising shall be understood as SSB advertising. This shall specifically refer to any messages and images promoting the

- 1 purchase or use of sugar sweetened beverages; and their trademarks, brand names, design
 2 and manufacturer's names;
- 3 c. "Advertiser" refers to a person or entity on whose account or for whom an advertisement
 4 is prepared and disseminated by the advertising agency, which is a service established and
 5 operated for the purpose of counseling or creating and producing and/or implementing
 6 advertising programs in various forms of media;
- 7 d. "Sugar Sweetened Beverage (SSB)" refers to non-alcoholic beverages of any constitution
 8 (liquid, powder, or concentrates) that are pre-packaged and sealed in accordance with the
 9 Food and Drug Administration (FDA) standards, that contain caloric and/or non-caloric
 10 sweeteners added by the manufacturers, and shall include, but not be limited to the
 11 following, as described in the Food Category System from Codex Alimentarius Food
 12 Category Descriptors (Codex Stan 192-1995, Rev. 2017 or the latest) as adopted by the
 13 FDA:
- 14 (1) Sweetened juice drinks;
 - 15 (2) Sweetened tea;
 - 16 (3) All carbonated beverages;
 - 17 (4) Flavored water;
 - 18 (5) Energy and sports drinks;
 - 19 (6) Other powdered drinks not classified as milk, juice, tea, and coffee;
 - 20 (7) Cereal and grain beverages; and
 - 21 (8) Other non-alcoholic beverages that contain added sugar.

22
 23 For purposes of this provision, the following definitions shall be used:

- 24 (a) Caloric sweetener refers to a substance that is sweet and includes sucrose, fructose,
 25 and glucose that produces a certain sweetness;
- 26 (b) High fructose corn syrup refers to a sweet saccharide mixture containing fructose and
 27 glucose which is derived from corn and added to provide sweetness to beverages, and
 28 which includes other similar fructose syrup preparations; and
- 29 (c) Non-caloric sweetener refers to a substance that are artificially or chemically processed
 30 that produces a certain sweetness. These are substances which can be directly added
 31 to beverages, such as aspartame, sucralose, saccharin, acesulfame, potassium,
 32 neotame, cyclamates and other non-nutritive sweeteners approved by the Codex
 33 Alimentarius and adopted by the FDA.

34
 35 For purposes of this provision, the following products, as described in the food category
 36 system from Codex Alimentarius Food Category Descriptors (Codex Stan 192-1995, Rev.
 37 2017 or the latest) as adopted by the FDA, are excluded from the scope of this Act:

- 38 i. All milk products, including plain milk, infant formula milk, follow-on milk, growing
 39 up milk, powdered milk, ready-to-drink milk and flavored milk, fermented milk,
 40 soymilk, and flavored soymilk;
 - 41 ii. One Hundred Percent (100%) Natural Fruit Juices - Original liquid resulting from the
 42 pressing of fruit, the liquid resulting from the reconstitution of natural fruit juice
 43 concentrate, or the liquid resulting from the restoration of water to dehydrated natural
 44 fruit juice that do not have added sugar or caloric sweetener;
 - 45 iii. One Hundred Percent (100%) Natural Vegetable Juices - Original liquid resulting
 46 from the pressing of vegetables, the liquid resulting from the reconstitution of natural
 47 vegetable juice concentrate, or the liquid resulting from the restoration of water to
 48 dehydrated natural vegetable juice that do not have added sugar or caloric sweetener;
 - 49 iv. Meal Replacement and Medically Indicated Beverages - Any liquid or powder
 50 drink/product for oral nutritional therapy for persons who cannot absorb or
 51 metabolize dietary nutrients from food or beverages, or as a source of necessary
 52 nutrition used due to a medical condition and an oral electrolyte solution for infants
 53 and children formulated to prevent dehydration due to illness; and
 - 54 v. Ground coffee, instant soluble coffee, and pre-packaged powdered coffee products.
- 55 e. "Mass Media" refers to any medium of communication designed to reach a mass of
 56 people. For this purpose, mass media includes print media such as, but not limited to,

- 1 newspapers, magazines, and publications; broadcast media such as, but not limited to
 2 radio, television, cable television, and cinema; electronic media such as but not limited to
 3 the internet;
- 4 f. "Minor" refers to any person below eighteen (18) years old;
- 5 g. "Manufacturer" refers to any person or entity, including a repacker, who makes, fabricates,
 6 assembles, processes, or labels a finished product;
- 7 h. "Package" refers to packs, boxes, cartons or containers of any kind in which any SSB
 8 product is offered for sale to consumers;
- 9 i. "Person" refers to an individual, partnership, corporation or any other business or legal
 10 entity;
- 11 j. "Point-of-Sale" refers to any location at which an individual can purchase or otherwise
 12 obtain SSB products;
- 13 k. "Promotion" refers to an event or activity organized by or on behalf of a SSB
 14 manufacturer, distributor or retailer with the aim of promoting a brand of SSB product,
 15 which event or activity would not occur but for the support given to it by or on behalf of
 16 the SSB manufacturer, distributor or retailer. It may also refer to the display of a SSB
 17 product or manufacturer's name, trademark, logo, etc. on non-SSB products. This includes
 18 the paid use of SSB products bearing the brand names, trademarks, logos, etc. in movies,
 19 television and other forms of entertainment. For the purpose of this Act, promotion shall
 20 be understood as SSB promotion;
- 21 l. "Public Conveyances" refer to modes of transportation servicing the general population,
 22 such as, but not limited to, elevators, airplanes, buses, taxicabs, ships, jeepneys, light rail
 23 transits, tricycles, and similar vehicles;
- 24 m. "Public Places" refer to enclosed or confined areas of all hospitals, medical clinics, schools,
 25 public transportation terminals and offices, and buildings such as private and public
 26 offices, recreational places, shopping malls, movie houses, hotels, restaurants, and the like;
- 27 n. "Retailer" refers to any person who or entity that sells SSB products to individuals for
 28 personal consumption;
- 29 o. "Sponsorship" refers to any public or private contribution to a third party in relation to
 30 an event, team or activity made with the aim of promoting a brand of SSB product, which
 31 event, team or activity would still exist or occur without such contribution. For the
 32 purpose of this Act, sponsorship shall be understood as SSB sponsorship;

34 SECTION 5. *Warnings on SSB Packages.*- Under this Act:

- 35 a. All packages in which SSB products are provided to consumers withdrawn from the
 36 manufacturing facility of all manufacturers or imported into the Philippines intended for
 37 sale to the market, starting 1 January 2022, shall be printed, in either English or Filipino,
 38 on a rotating basis or separately and simultaneously, the following health warnings:
 39 "GOVERNMENT WARNING: Drinking This Beverage is Dangerous to Your Health;"
 40 "GOVERNMENT WARNING: This Beverage is Addictive;"
 41 "GOVERNMENT WARNING: This Beverage Can Harm Your Children;"
- 42 b. Upon effectivity of this Act until 30 June 2023, the health warning shall be located on one
 43 side panel of every SSB product package and occupy not less than fifty percent (50%) of
 44 such side panel including any border or frame.
- 45 c. Beginning 1 July 2024, the health warning shall be located on the bottom portion of one
 46 (1) front panel of every SSB product package and occupy not less than thirty percent (30%)
 47 of such front panel including any border or frame. The text of the warning shall appear in
 48 clearly legible type in black text on a white background with a black border and in contrast
 49 by typography, layout or color to the other printed matters on the package. The health
 50 warning shall occupy a total area of not less than fifty percent (50%) of the total warning
 51 frame.
- 52 d. The warnings shall be rotated periodically, or separately and simultaneously printed, so
 53 that within any twenty-four (24) month period, the four (4) variations of the warnings shall
 54 appear with proportionate frequency.
- 55 e. The warning shall not be hidden or obscured by other printed information or images, or
 56 printed in a location where tax or fiscal stamps are likely to be applied to the package or

placed in a location where it will be damaged when the package is opened. If the warning to be printed on the package is likely to be obscured or obliterated by a wrapper on the package, the warning must be printed on both the wrapper and the package.

- f. No other printed warnings, except the health warning and the message required in this Section, paragraph a. shall be placed on SSB packages.

SECTION 6. *Warnings in Advertising.*- Under this Act:

- a. All SSB advertising in mass media shall contain either in English or Filipino, the following health warning: "GOVERNMENT WARNING: Drinking this Beverage is Dangerous to Your Health."
- b. For print and outdoor advertisements, the warning frame shall be centered across the bottom of the advertisement and occupy a total area of not less than fifteen percent (15%) of such advertisement including any border or frame. The health warning shall occupy a total area of not less than fifty percent (50%) of the total warning frame. The text of the health warnings shall be clearly visible and legible, printed in a prominent color as appropriate and shall appear in contrast by color, typography or layout with all other printed material in the advertisement. The warning shall not be hidden or obscured by other printed information or images in the advertisement.
- c. For television and cinema advertisements, the warning shall be clearly shown and voiced over in the last five (5) seconds of the advertisement, regardless of the duration of the advertisement, even when such advertisement is silent. The health warning shall occupy a total area of not less than fifty percent (50%) of the television screen and shall be clearly visible, legible and audible, in black text on white background or white text on black background. No other images except the warning shall be included in the warning frame.
- d. For radio advertisements, the warning stated after the advertisement shall be clearly and audibly voiced over in the last five (5) seconds of the advertisement, regardless of its duration.

SECTION 7. *Restrictions on Advertising.*- The following restrictions shall apply to all SSB advertising:

- a. Advertisements shall not be aimed at or particularly appeal to persons under eighteen (18) years of age.
- b. Advertisements shall not feature a celebrity or contain an endorsement, implied or express, by a celebrity.
- c. Advertisements shall not contain cartoon characters or subjects that depict humans or animals with comically exaggerated features or that attribute human or unnatural characteristics to animals, plants or other objects.
- d. Advertisements shall only depict persons who are or who appear to be above twenty-five (25) years of age.
- e. Advertisements shall not show, portray or depict scenes where the actual consumption of, or the act of drinking, preparing, buying, selling, or distributing sugar sweetened beverages is presented to the public.

SECTION 8. *Restrictions on Print Media Advertising.*- The following restrictions shall apply to all print media SSB advertisements:

- a. Advertisements shall not be placed in any printed publication unless there is a reasonable basis to believe that at least seventy-five percent (75%) of the readers of such publication are eighteen (18) years of age and above, and the number of youth who read it constitutes less than ten percent (10%) of all youth in the Philippines.
- b. Advertisements shall not be placed on the packaging or outside covers (front and back) of a magazine, newspaper, journal or other publication printed for general circulation.

SECTION 9. *Restrictions on Outdoor Advertising.*- The following restrictions shall apply to all outdoor SSB advertisements:

- a. Outdoor advertisements shall not be placed on billboards, wall murals, or transport stops or stations which are within one hundred (100) meters from any point of the perimeter of

a school, public playground or other facility frequented particularly by persons below eighteen (18) years of age.

b. Outdoor advertisements shall not, either individually or when placed in deliberate combination with other outdoor SSB advertising, exceed seventy (70) square meters in total size.

c. Outdoor advertisements shall not be placed on taxis, buses, trains or other public conveyance or in stations, terminals or platforms thereof, except point-of-sale establishments.

SECTION 10. *Restrictions on Advertising in Cinemas.*- SSB advertisements are prohibited in connection with the showing of any film where persons below eighteen (18) years old are permitted admission.

SECTION 11. *Restrictions on Television and Radio Advertising.*- Advertisements shall not be broadcast on television, cable television, and radio between seven o'clock in the morning and seven o'clock at night.

SECTION 12. *Restrictions on Advertising in Audio, Video and Computer Cassettes/ Discs and Similar Medium.*- No electronic advertisements shall be incorporated within any video or audio cassette, videogame machine, optical disc, or any similar medium, unless access to the item is restricted to persons eighteen (18) years of age or older. For the purpose of this Section, video game includes any electronic amusement device that utilizes a computer, microprocessor, or similar electronic circuitry and its own cathode ray tube, or is designed to be used with a television set or a monitor that interacts with the user of the device.

SECTION 13. *Restrictions on Advertising on the Internet and Similar Medium.*- Advertisements are prohibited on the Internet and other similar medium unless the Internet site is restricted to persons eighteen (18) years of age or older. A site will be deemed restricted if a person cannot obtain access beyond the first page of the website unless the person has established that he or she is at least eighteen (18) years old. This limitation applies to commercial communications and shall not prevent the use of company Internet websites to provide information regarding a company, its products and SSB and health related information. This Section shall not prohibit business-to-business transactions conducted on the Internet and other similar medium between SSB manufacturers, retailers, and distributors.

SECTION 14. *Ban on Advertisements.*- Beginning 1 January 2022, all SSB advertising on television, cable television and radio shall be prohibited.

Beginning 1 July 2023, all cinema and outdoor advertising shall be prohibited. No leaflets, posters and similar outdoor advertising materials may be posted, except inside the premises of point-of-sale retail establishments.

Beginning 1 July 2024, all forms of SSB advertising in mass media shall be prohibited except SSB advertisements placed inside the premises of point-of-sale retail establishments.

SECTION 15. *Restrictions on SSB Promotions.*- The following restrictions shall apply on all SSB promotions:

a. Promotions must be directed only to persons at least eighteen (18) years old. No person below eighteen (18) years old or who appear to be below eighteen (18) years old may participate in such promotions. The participants in promotions must be required to provide proof of age.

b. Communications to consumers about SSB promotions shall comply with the provisions of this Act governing SSB advertising. The age requirement for participation in any promotion must be clearly marked on the program materials distributed to consumers.

c. All stalls, booths, and other displays concerning SSB promotions must be limited to point-of-sale locations or adult-only facilities.

- d. No placement shall be made by any manufacturer, distributor, or retailer of any SSB product or SSB product package or advertisement as a prop in any television program or motion picture produced for viewing by the general public or in a video, optical disc or on a video game machine.
- e. No merchandise such as, but not limited to, t-shirts, caps, sweatshirts, visors, backpacks, sunglasses, writing implements and umbrellas, may be distributed, sold or offered, directly or indirectly, with the name, logo or other indicia of a SSB brand displayed so as to be visible to others when worn or used. Clothing items must be in adult sizes only.
- f. No name, logo, or other indicia of a SSB brand or element of a brand-related marketing activity, may appear on items that are marketed to or likely to be used by minors such as, but not limited to, sports equipment, toys, dolls, miniature replicas of racing vehicles, video games, and food. The manufacturer or company must take all available measures to prevent third parties from using the company's brand names, logos, or other proprietary material on products that are directed toward minors.
- g. No SSB advertisements may be placed on shopping bags.

SECTION 16. *Naming Rights.*- Subject to the provisions of this Act:

- a. No manufacturer may enter into any agreement pursuant to which payment is made or other consideration is provided by such manufacturer to any sports league, or any team involved in any such league, in exchange for use of a SSB product brand.
- b. No manufacturer may enter into any agreement for the naming rights of any stadium or arena using a SSB product brand name or otherwise cause a stadium or arena to be named with such a brand name.

SECTION 17. *Restrictions on Sponsorships.*- Beginning 1 July 2022:

- a. No sponsorship shall be provided for:
 - (1) an event or activity which bears a SSB product brand name, unless there is reasonable basis to believe that all persons who compete, or otherwise take an active part, in the sponsored events or activities are persons eighteen (18) years of age or older;
 - (2) a team or an individual bearing a SSB product name, unless all persons sponsored are eighteen (18) years of age or older; or
 - (3) a sponsored event or activity reasonably believed to be of particular appeal to persons under eighteen (18) years old.
- b. SSB brand sponsorships shall be prohibited except where there is a reasonable basis to believe that:
 - (1) attendance at the sponsored event or activity will comprise no less than seventy-five percent (75%) persons at least eighteen (18) years old;
 - (2) the sponsored event or activity will not be of particular appeal to persons under eighteen (18) years old;
 - (3) the sponsored event or activity will not receive exposure, other than as a news item, on television or radio or the Internet, unless such exposure complies with the provisions of this Act governing SSB marketing through those media; and
 - (4) the principal activity associated with the sponsorship does not require above-average physical fitness for someone of the age group of those taking part.
- c. All persons authorized to bear SSB product advertisements, logos or brand names at sponsored events shall be at least eighteen (18) years old.
- d. All forms of advertising associated with or ancillary to sponsorship shall comply with the marketing provisions of this Act.

SECTION 18. *Ban on Sponsorships.*- Beginning 1 July 2024, SSB companies are hereby prohibited from sponsoring any sport, concert, cultural or art event, as well as individual and team athletes, artists or performers where such sponsorship shall require or involve the advertisement or promotion of any SSB company, SSB product or use, name, logo or trademarks and other words, symbols, designs, colors or other depictions commonly associated with or likely to identify a SSB product: Provided, That the attribution only to the name of the company in the roster of sponsors

shall be allowed: Provided further, That no manufacturer may register a SSB brand name as a company name after the passage of this Act.

SECTION 19. *Restrictions on Sampling.*- The distribution of samples of SSB products to persons below eighteen (18) years old is prohibited.

SECTION 20. *Legal Actions.*- Any legal action in connection with the SSB industry shall be governed by the provisions of this Act, the Philippine Civil Code and other applicable laws.

SECTION 21. *Implementing Agency.*- An Inter-Agency Committee-Sugar Sweetened Beverages (IAC-SSB), which shall have the exclusive power and function to administer and implement the provisions of this Act, is hereby created. The IAC-SSB shall be chaired by the Secretary of the Department of Trade and Industry (DTI) with the Secretary of the Department of Health (DOH) as Vice Chairperson. The IAC-SSB shall have the following as members:

- a. Secretary of the Department of Agriculture (DA);
- b. Secretary of the Department of Justice (DOJ);
- c. Secretary of the Department of Finance (DOF);
- d. Secretary of the Department of Environment and Natural Resources (DENR);
- e. Secretary of the Department of Science and Technology (DOST);
- f. Secretary of the Department of Education (DepEd);
- g. A representative from the SSB Industry to be nominated by the legitimate and recognized associations of the industry; and
- h. A representative from a nongovernment organization (NGO) involved in public health promotion nominated by DOH in consultation with the concerned NGOs;

The Department Secretaries may designate their Undersecretaries as their authorized representatives to the IAC.

SECTION 22. *Application to SSB Products.*- The provisions of this Act shall apply to all SSB products placed into commerce in the Philippines. Except as provided below, no provision of this Act shall apply to SSB products intended or offered by the manufacturer for export and not for retail sale in the Philippines.

SSB products intended or offered for export shall be subject only to the requirement that the shipping container shall be prominently marked on the outside "Export Only." Provided, That, SSB products which are marked for export, but are sold/traded or distributed in the Philippine market, shall be subject to immediate confiscation and destruction, without prejudice to the liability of the person or persons responsible for such sale, trading, or distribution in the Philippine market.

SECTION 23. *Compliance Monitoring.*- Not later than one (1) year after the date of the effectivity of this Act, and annually thereafter, the IAC-SSB shall submit to the President of the Philippines and to both Houses of Congress a Compliance Monitoring Report on the compliance of the manufacturers on all applicable laws and ordinances with respect to the manufacture and distribution of SSB products. The report shall contain pertinent information on the methods, goals and implementation program of said manufacturers with respect to the requirements of this Act.

SECTION 24. *Penalties.*- The following penalties shall apply:

- a. Violation of any provision of this Act.
 - (1) On the first offense, a fine of not more than One hundred thousand pesos (Php100,000.00) or imprisonment of not more than one (1) year, or both, at the discretion of the court shall be imposed.
 - (2) On the second offense, a fine of Two hundred thousand pesos (Php200,000.00) or imprisonment of not more than two (2) years, or both, at the discretion of the court shall be imposed.
 - (3) On the third offense, in addition to a fine of not more than Four hundred thousand pesos (Php400,000.00) or imprisonment of not more than three (3) years, or both, at

1 the discretion of the court, the business permits and licenses, in the case of a business
2 entity or establishment, shall be revoked or cancelled.

3 b. In the case of a business entity or establishment, the owner, president, manager or officials
4 thereof shall be liable.

5 c. If the guilty officer is an alien, he shall summarily be deported after serving his sentence,
6 and shall be forever barred from re-entering the Philippines.

7

8 SECTION 25. *Information Drive.*- Consistent with the provisions of this Act, the DOH shall, in
9 cooperation with the DepEd and with the assistance of the Philippine Information Agency (PIA),
10 undertake a continuous information program on the harmful effects of consuming sugar sweetened
11 beverages.

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13 The DOH shall enlist the active participation of the public and private sectors in the national
14 effort to discourage the unhealthy habit of consuming sugar sweetened beverages.

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16 SECTION 26. *Instruction on the Hazardous Effect of Consuming Sugar Sweetened Beverages as Part of School*
17 *Curricula.*- Instruction on the adverse effects of consuming sugar sweetened beverages, including
18 their health, environmental and economic implications, shall be integrated into the existing
19 curricula of all public and private elementary and high schools.

20

21 The DepEd Secretary shall promulgate such rules and regulations as may be necessary to carry
22 out the above-stated policy hereof, and, with the assistance of the Secretary of Health, and with
23 the approval of the IAC-SSB, shall cause the publication and distribution of materials on the
24 unhealthy effects of consuming sugar sweetened beverages to students and the general public.

25

26 SECTION 27. *Congressional Oversight Committee on SSB.*- A Congressional Oversight Committee on
27 SSB (COC-SSB) is hereby constituted which is mandated to monitor and review the
28 implementation of this Act for a period not exceeding three (3) years. The COC-SSB shall be
29 composed of the Chairpersons of the Senate Committees on Health, Trade and Commerce,
30 Agriculture and Public Information and the House of Representatives Committees on Trade and
31 Industry, Health, Public Information and Agriculture and the Minority Floor Leaders of both the
32 Senate and House of Representatives.

33

34 The Secretariat of the COC-SSB shall be drawn from the existing secretariat personnel of the
35 standing committees comprising the Congressional Oversight Committee and its funding
36 requirements shall be charged against the appropriations of both the House of Representatives and
37 the Senate of the Philippines.

38

39 SECTION 28. *Implementing Rules.*- The IAC-SSB shall promulgate such rules and regulations
40 necessary for the effective implementation of this Act within six (6) months from the date of
41 publication of this Act. The said rules and regulations shall be submitted to the COC-SSB for its
42 review. The COC-SSB shall approve the implementing rules and regulations within thirty (30)
43 working days of receipt thereof: Provided, That in the event the implementing rules and regulations
44 are not promulgated within the specified period, the specific provisions of this Act shall
45 immediately be executory.

46

47 SECTION 29. *Appropriations.*- The amount necessary to implement the provisions of this Act shall
48 be charged against the current year's appropriations of the concerned national government
49 agencies. Thereafter, such funds as may be necessary for the continued implementation of this Act
50 shall be included in the budgets of the concerned national government agencies under the annual
51 General Appropriations Act.

52

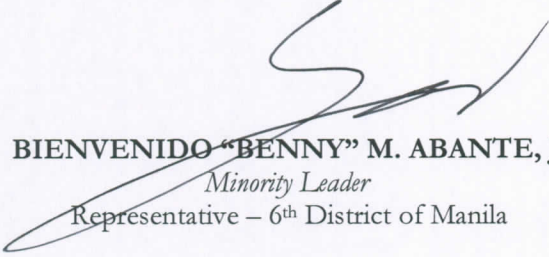
53 SECTION 30. *Repealing Clause.*- All other laws, decrees, ordinances, administrative orders, rules and
54 regulations, or any part thereof, which are inconsistent with this Act are likewise repealed or
55 amended accordingly.

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1 SECTION 31. *Separability Clause*.- Should any provision of this Act be subsequently declared
2 unconstitutional, the other provisions not so declared shall remain in full force and effect.

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4 SECTION 32. *Effectivity*.- This Act shall take effect fifteen (15) days after its publication in the
5 Official Gazette and at least two (2) newspapers of national circulation.

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7 Approved:



BIENVENIDO "BENNY" M. ABANTE, JR.
Minority Leader
Representative – 6th District of Manila