



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

TWENTIETH CONGRESS
First Regular Session

HOUSE BILL NO. **222**



Introduced by Representative Crispin Diego “Ping” D. Remulla

AN ACT
GRANTING ENHANCED PROTECTION TO CONSUMERS, FURTHER
AMENDING FOR THE PURPOSE REPUBLIC ACT NO. 7394 OR THE
“CONSUMER ACT OF THE PHILIPPINES,” AS AMENDED

EXPLANATORY NOTE

The 1987 Philippine Constitution affirms the State’s duty to safeguard the rights and welfare of consumers. Specifically, Article XVI, Section 9 states that “The State shall protect consumers from trade malpractices and from substandard or hazardous products.” It further emphasizes the need to regulate industries for the protection of consumers and the promotion of general welfare.

Republic Act 7394, or the Consumer Act of the Philippines, was first enacted into law in April 1992 to give effect to this constitutional mandate. Over the years, it has undergone several amendments to address the emerging consumer protection issues in the country, such as those of Republic Act 11706 and Republic Act 11765. However, despite these amendments, the current landscape still demands a more updated legal framework.

This measure seeks to strengthen the law and reinforce existing consumer protection laws by preventing fraudulent businesses such as pyramid schemes, Ponzi schemes, digital scams, and other deceptive practices that continue to endanger the financial well-being of Filipino consumers.

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

A handwritten signature in black ink, appearing to read 'CRISPIN D. REMULLA', with a stylized flourish at the end.

CRISPIN DIEGO "PING" D. REMULLA



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

TWENTIETH CONGRESS
First Regular Session

HOUSE BILL NO. **222**

Introduced by Representative Crispin Diego “Ping” D. Remulla

AN ACT
GRANTING ENHANCED PROTECTION TO CONSUMERS, FURTHER
AMENDING FOR THE PURPOSE REPUBLIC ACT NO. 7394 OR THE
“CONSUMER ACT OF THE PHILIPPINES,” AS AMENDED

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

1 **SECTION 1. *Short Title.*** – This Act shall be known as the “Enhanced Consumer Act
2 of the Philippines”.

3 **SEC. 2.** Article 2 of Republic Act No. 7394, as amended, is hereby amended to read as
4 follows:

5 “Article 2. *Declaration of Policy.* — It is the policy of the State to protect
6 the interests of [the] consumerS, promote [his] **THEIR** general welfare and [to]
7 establish standards of **ETHICAL** conduct for **OFFLINE AND ONLINE**
8 business and industry.

9 Towards this end, the State shall implement measures to achieve the
10 following objectives:

- 11 ~~(a) — protection against hazards to health and safety;~~
12 ~~b) — protection against deceptive, unfair and unconscionable sales acts~~
13 ~~and practices;~~
14 ~~c) — provision of information and education to facilitate sound choice~~
15 ~~and the proper exercise of rights by the consumer;~~
16 ~~d) — provision of adequate rights and means of redress; and~~

1 c) ~~involvement of consumer representatives in the formulation of~~
2 ~~social and economic policies.]~~

3 **“A) DEVELOP AND IMPLEMENT A STRONG CONSUMER**
4 **PROTECTION POLICY THAT WILL ENSURE THE ACCESS OF**
5 **CONSUMERS TO QUALITY, SAFE, AND NON-HAZARDOUS**
6 **PRODUCTS AND FAIR, EQUITABLE AND SUSTAINABLE ECONOMIC**
7 **AND SOCIAL DEVELOPMENT AND ENVIRONMENTAL**
8 **PROTECTION;**

9 **B) UPHOLD STANDARDS OF ETHICAL CONDUCT FOR**
10 **INDIVIDUALS ENGAGED IN THE PRODUCTION AND**
11 **DISTRIBUTION OF GOODS AND SERVICES TO CONSUMERS,**
12 **INCLUDING INTERNET TRANSACTIONS;**

13 **C) ENCOURAGE SELF-REGULATION IN THE ADVERTISING**
14 **INDUSTRY TO ENHANCE AND ENSURE CONSUMER PROTECTION**
15 **THROUGH THE ADOPTION AND OBSERVANCE OF A CODE OF**
16 **ETHICS CONSISTENT WITH THIS ACT AND ITS IMPLEMENTING**
17 **RULES AND REGULATIONS;**

18 **D) PREVENT ENTERPRISES FROM ENGAGING IN ABUSIVE**
19 **BUSINESS PRACTICES;**

20 **E) FACILITATE THE RECOGNITION OF INDEPENDENT**
21 **CONSUMER GROUPS;**

22 **F) FOSTER INTERNATIONAL COOPERATION IN THE FIELD**
23 **OF CONSUMER PROTECTION;**

24 **G) ENCOURAGE THE DEVELOPMENT OF MARKET**
25 **CONDITIONS THAT ARE FREE FROM HOARDING AND HELP**
26 **CONSUMERS MAKE WELL-INFORMED CHOICES; AND**

27 **H) PROMOTE SUSTAINABLE CONSUMPTION TO**
28 **FACILITATE PRODUCTION AND DISTRIBUTION PATTERNS**
29 **WHICH BALANCE THE RESOURCES AND THE NEEDS OF THE**
30 **CONSUMERS, THEREBY REDUCING THE RATE OF HOUSEHOLD**
31 **INSECURITIES.”**

32 **SEC. 3.** A new Article 4 is hereby inserted after Article 3 of Republic Act No. 7394, as
33 amended, and the subsequent articles shall be renumbered accordingly:

1 **“ARTICLE 4. CONSUMER RIGHTS. – THE GOVERNMENT, IN**
2 **MAINTAINING AND STRENGTHENING THE PROMOTION OF**
3 **CONSUMER INTEREST AND WELFARE IN RELATION TO BUSINESS**
4 **AND INDUSTRY PRACTICE AS WELL AS THE PRODUCTION AND**
5 **DISTRIBUTION OF CONSUMER PRODUCTS, SHALL ADOPT**
6 **MEASURES AND FORMULATE POLICIES TAKING INTO ACCOUNT**
7 **THE EIGHT (8) BASIC CONSUMER RIGHTS. EVERY CONSUMER**
8 **SHALL BE ENTITLED TO THE:**

9 **A) *RIGHT TO BASIC NEEDS* – EVERY CONSUMER SHALL**
10 **HAVE ACCESS TO BASIC AND ESSENTIAL GOODS AND SERVICES,**
11 **SUCH AS ADEQUATE FOOD, CLOTHING, SHELTER, HEALTHCARE,**
12 **EDUCATION, PUBLIC UTILITIES, WATER AND SANITATION;**

13 **B) *RIGHT TO CHOOSE* – EVERY CONSUMER SHALL HAVE**
14 **THE RIGHT TO SELECT FROM A VARIETY OF GOODS AND**
15 **SERVICES OFFERED AT COMPETITIVE PRICES, EITHER SOLD IN**
16 **PERSON OR ONLINE, WITH AN ASSURANCE OF SATISFACTORY**
17 **QUALITY;**

18 **C) *RIGHT TO BE HEARD* – EVERY CONSUMER SHALL BE**
19 **ENTITLED TO EXPRESS INTEREST, TO BE INVOLVED, HEARD, AND**
20 **CONSIDERED IN THE FORMULATION AND IMPLEMENTATION OF**
21 **GOVERNMENT POLICIES;**

22 **D) *RIGHT TO REDRESS* – EVERY CONSUMER SHALL HAVE**
23 **ACCESS TO APPROPRIATE REMEDIES FOR MISREPRESENTATION,**
24 **SUBSTANDARD OR DEFECTIVE PRODUCTS OR UNSATISFACTORY**
25 **SERVICES;**

26 **E) *RIGHT TO CONSUMER EDUCATION* – EVERY**
27 **CONSUMER SHALL HAVE ACCESS TO KNOWLEDGE AND SKILLS**
28 **NEEDED TO MAKE INFORMED CHOICES AND UNDERSTAND THE**
29 **ENVIRONMENTAL, SOCIAL, AND ECONOMIC CONSEQUENCES OF**
30 **THEIR DECISIONS THROUGH THE USE OF ALL AVAILABLE AND**
31 **CONVENIENT MEANS;**

32 **F) *RIGHT TO SAFETY* – EVERY CONSUMER SHALL BE**
33 **PROTECTED AGAINST HAZARDOUS PRODUCTS, PRODUCTION**
34 **PROCESSES, AND SERVICES;**

1 **G) RIGHT TO A HEALTHY ENVIRONMENT – EVERY**
2 **CONSUMER SHALL HAVE THE RIGHT TO LIVE AND WORK IN AN**
3 **ENVIRONMENT THAT IS NEITHER THREATENING NOR**
4 **DANGEROUS, AND ALLOWS A LIFE OF DIGNITY AND WELL-**
5 **BEING; AND**

6 **H) RIGHT TO INFORMATION – EVERY CONSUMER SHALL**
7 **BE PROVIDED WITH INFORMATION NECESSARY TO MAKE AN**
8 **INFORMED CHOICE ON PRODUCTS AND SERVICES AND SHALL BE**
9 **PROTECTED AGAINST DISHONEST OR MISLEADING**
10 **ADVERTISING AND LABELING.”**

11 **SEC. 4.** A new Article 5 is hereby inserted after the new Article 4 of Republic Act No.
12 7394, as amended, and the subsequent articles shall be renumbered accordingly:

13 **“ARTICLE 5. CONSUMER RESPONSIBILITIES. – IN RELATION**
14 **TO THE BASIC RIGHTS GRANTED IN THE PRECEDING ARTICLE,**
15 **EVERY CONSUMER SHALL EXERCISE THE FOLLOWING**
16 **RESPONSIBILITIES:**

17 **A) CRITICAL AWARENESS – EVERY CONSUMER SHALL BE**
18 **VIGILANT AND INFORMED ABOUT THE USE, PRICE, SOURCE, AND**
19 **QUALITY OF GOODS AND SERVICES;**

20 **B) ACTION – EVERY CONSUMER SHALL ASSERT THE**
21 **RIGHT TO TAKE ACTION TO ENSURE THAT ONE’S RIGHTS AS A**
22 **CONSUMER ARE AMPLY PROTECTED;**

23 **C) SOCIAL CONCERN – EVERY CONSUMER SHALL BE**
24 **AWARE OF THE IMPACT OF ONE’S CONSUMPTION ON OTHER**
25 **CITIZENS ESPECIALLY THE MARGINALIZED GROUPS;**

26 **D) ENVIRONMENTAL AWARENESS – EVERY CONSUMER**
27 **SHALL BE CONSTANTLY AWARE OF THE IMPACT OF HUMAN**
28 **ACTIVITY TO THE ENVIRONMENT. THE CONSUMER SHOULD**
29 **RECOGNIZE THE OBLIGATION OF INDIVIDUALS AND OF SOCIETY**
30 **IN GENERAL TO UTILIZE NATURAL RESOURCES SUSTAINABLY**
31 **AND RESPONSIBLY, AND TO SECURE AND PROTECT THE EARTH**
32 **FOR FUTURE GENERATIONS; AND**

33 **E) SOLIDARITY – CONSUMERS SHALL ORGANIZE**
34 **THEMSELVES INTO GROUPS OR ASSOCIATIONS TO STRENGTHEN**

1 **THEIR POSITION IN THE FORMULATION OF POLICIES AIMED AT**
2 **ADVANCING AND PROTECTING THEIR INTERESTS.”**

3 **SEC. 5.** Article 4 (k) of Republic Act No. 7394, as amended, is hereby amended to read
4 as follows:

5 “Article [4-] *6. Definition of Terms.* – For purposes of this Act, the term:

6 x x x

7 k) “Chain distribution planS” [~~or “pyramid sales schemes”~~ means sales
8 ~~devices whereby a person, upon condition that he makes an investment, is granted~~
9 ~~by the manufacturer or his representative a right to recruit for profit one or more~~
10 ~~additional persons who will also be granted such right to recruit upon condition of~~
11 ~~making similar investments: *Provided,* That, the profits of the person employing~~
12 ~~such a plan are derived primarily from the recruitment of other persons into the~~
13 ~~plan rather than from the sale of consumer products, services and credit: *Provided,*~~
14 ~~further, That the limitation on the number of participants does not change the~~
15 ~~nature of the plan.] OR “PSEUDO-INVESTMENTS” REFER TO ANY~~
16 **BUSINESS STRUCTURE, SALES OR MARKETING PLAN OR SCHEME**
17 **SUCH AS:**

18 1) “PYRAMID SALES SCHEME” REFERS TO A SALE DEVICE
19 **OR PLAN WHEREBY, UPON CONDITION THAT AN INVESTMENT IS**
20 **MADE BY WAY OF PURCHASING GOODS OR PAYING A FEE, A**
21 **PERSON IS GRANTED BY A MANUFACTURER OR THE**
22 **MANUFACTURER’S REPRESENTATIVE THE RIGHT TO SELL**
23 **PRODUCTS AND SERVICES AS WELL AS RECRUIT ONE OR MORE**
24 **ADDITIONAL PERSONS WHO WILL BE GRANTED SUCH RIGHT TO**
25 **RECRUIT, UPON CONDITION OF MAKING SIMILAR INVESTMENTS;**

26 2) “PONZI SCHEME” REFERS TO A BUSINESS STRUCTURE
27 **OPERATED BY A PERSON OR GROUP, NATURAL OR JURIDICAL,**
28 **WHERE THERE IS NO TRUE PRODUCT OR SERVICE BEING**
29 **OFFERED IN EXCHANGE FOR THE INVESTMENT AND WHERE THE**
30 **MONEY TENDERED BY NEW INVESTORS ARE PAID TO EARLIER**
31 **INVESTORS;**

32 3) “TELEMARKETING FRAUD” REFERS TO A SCHEME
33 **WHERE HIGH PRESSURE SALES TACTICS ARE MADE OVER THE**

1 PHONE WITH THE INTENT TO MAKE THE INVESTOR BUY INTO A
2 FRAUDULENT OR NON-EXISTENT INVESTMENT OFFERING; AND

3 4) “TECHNOLOGY FRAUD” REFERS TO A SCHEME WHEREIN
4 INVESTORS ARE DECEIVED INTO MAKING PURCHASES OF OR
5 INVESTMENTS ON NON-EXISTENT PRODUCTS, THROUGH THE
6 INTERNET OR DIGITAL PLATFORMS.”

7 x x x”

8 SEC. 6. A new Article 54 is hereby inserted after the renumbered Article 53 of Republic
9 Act No. 7394, as amended, and the subsequent articles shall be renumbered accordingly:

10 “ARTICLE 54. *BILLING STATEMENTS AND OTHER*
11 *TRANSACTION DOCUMENTS. – BILLING STATEMENTS AND OTHER*
12 *TRANSACTION DOCUMENTS MAY BE SENT IN PRINTED OR*
13 *ELECTRONIC FORM AT THE OPTION OF AND WITHOUT ANY*
14 *ADDITIONAL COST TO CONSUMERS. THE CONSUMERS’ RIGHT TO*
15 *SELECT THE MODE IN WHICH THEY RECEIVE THEIR BILLING*
16 *STATEMENTS AND OTHER TRANSACTION DOCUMENTS MAY NOT*
17 *BE CONDITIONED ON THE VALUE OF THE PRODUCTS OR*
18 *SERVICES PROVIDED IN THE TRANSACTION.”*

19 SEC. 7. Article 53 of Republic Act No. 7394, as amended, is hereby amended to read
20 as follows:

21 “Article [53:] 56. *Chain Distribution Plans or [Pyramid Sales Schemes:]*
22 *PSEUDO-INVESTMENTS. – Chain distribution plans or [pyramid sales*
23 *schemes] PSEUDO-INVESTMENTS shall not be employed in the sale of*
24 *consumer products.”*

25 SEC. 8. Article 64 of Republic Act No. 7394, as amended, is hereby amended to read
26 as follows:

27 “Article [64:] 67. *Fraudulent Practices Relative to Weights and Measures.*
28 – The following acts relating to weights and measures are prohibited:

29 x x x

30 “(L) FOR ANY PERSON TO CONCEAL OR DESTROY (1) A
31 FALSE OR COUNTERFEIT SEAL, STICKER, BRAND, STAMP, TAG,
32 CERTIFICATE, LICENSE OR DYE, OR (2) AN ALTERED, TAMPERED,
33 VANDALIZED SCALE, BALANCE, WEIGHT, OR MEASURE TO
34 PREVENT DISCOVERY AND SEIZURE; OR

1 [H] **M.** for any person to procure, **OR COOPERATE IN, OR PROFIT**
2 **FROM THE** commission of any such offense abovementioned by another.

3 Instruments officially sealed at some previous time which have remained
4 unaltered and accurate and the seal or tag officially affixed thereto remains intact
5 and in the same position and condition in which it was placed by the official sealer
6 or his duly authorized representative shall, if presented for sealing, be sealed
7 promptly on demand by the official sealer or his authorized representative without
8 penalty except a surcharge fixed by law or regulation.”

9 **SEC. 9.** Article 76 of Republic Act No. 7394, as amended, is hereby amended to read
10 as follows:

11 “Article [76:] **79. Prohibited Act on Labeling and Packaging.** – It shall be
12 unlawful for any person, either as principal or agent, engaged in the [~~labeling or~~
13 ~~packaging~~] **SALE, DISTRIBUTION, MANUFACTURING** of any consumer
14 product, to display, **SELL**, or distribute, or to cause to be displayed, **SOLD**, or
15 distributed in commerce any consumer product whose package or label does not
16 conform to the provisions of this chapter.

17 **CONSUMER PRODUCTS THAT DO NOT COMPLY WITH THE**
18 **DATE LABEL REQUIREMENT SHALL NOT BE SOLD OR**
19 **DISTRIBUTED IN THE MARKET ONE (1) YEAR UPON THE**
20 **ENACTMENT OF THIS ACT.**

21 The prohibition in this chapter shall not apply to persons engaged in the
22 business of wholesale or retail distributors of consumer products **OR**
23 **CONSUMER PRODUCTS MANUFACTURED OUTSIDE THE**
24 **COUNTRY AND DIRECTLY SHIPPED FROM THE MANUFACTURER**
25 **TO CONSUMER BY MAIL OR OTHER DELIVERY SERVICES** except to
26 the extent that such persons:

- 27 a) are engaged in the packaging or labeling of such products;
28 b) prescribe or specify by any means the manner in which such
29 products are packaged or labeled; or
30 c) having knowledge, refuse to disclose the source of the mislabeled
31 or mispackaged products.”

32 **SEC. 10.** Article 77 of Republic Act No. 7394, as amended, is hereby amended to read
33 as follows:

1 “Article [77:] **80. Minimum Labeling Requirements for Consumer**
2 *Products.* – All consumer products domestically sold whether manufactured
3 locally or imported shall indicate the following in their respective labels of
4 packaging:

5 x x x

6 g) country of manufacture, if imported; ~~and~~

7 h) if a consumer product is manufactured, refilled or repacked under
8 license from a principal, the label shall so state the fact; **AND**

9 i) **ITS “MANUFACTURING DATE”, “EXPIRATION DATE”,**
10 **AND IF APPLICABLE, THE “BEST BEFORE DATE”. THE UNIFORM**
11 **DATE LABEL MUST BE PRINTED CLEARLY AND LEGIBLY ON THE**
12 **LABEL IN THE FOLLOWING ORDER: MONTH, DAY, AND YEAR.**
13 **THE DAY AND THE YEAR MUST BE WRITTEN IN FIGURES, WHILE**
14 **THE MONTH MUST BE WRITTEN IN WORDS. THE TEXT MUST BE**
15 **IN A SINGLE EASY-TO-READ TYPE STYLE USING UPPER- AND**
16 **LOWER-CASE LETTERS IN THE STANDARD FORM. THE USE OF**
17 **“USE-BY”, “CONSUMER BEFORE”, “BEST IF USED BY” AND OTHER**
18 **SIMILAR PHRASES SHALL NOT BE USED AS DATE LABELS ON THE**
19 **PACKAGING OF CONSUMER PRODUCTS.**

20 **FOR PURPOSES OF THIS ACT, “MANUFACTURING DATE”**
21 **REFERS TO THE DATE WHEN THE PRODUCT WAS PRODUCED OR**
22 **MADE BY THE MANUFACTURER; “BEST BEFORE DATE” REFERS**
23 **TO THE DATE WHEN THE QUALITY OF THE PRODUCT BEGINS TO**
24 **DETERIORATE, BUT STILL ACCEPTABLE FOR CONSUMPTION**
25 **BEFORE THE EXPIRATION DATE; AND “EXPIRATION DATE”**
26 **REFERS TO THE DATE STATED ON THE LABEL OF FOOD, DRUG,**
27 **COSMETIC, OR SIMILAR CONSUMER PRODUCT AFTER THE**
28 **SAFETY, EFFICACY, QUALITY OR POTENCY MUST HAVE RUN ITS**
29 **COURSE.”**

30 The following may be required by the concerned department in accordance
31 with the rules and regulations they will promulgate under authority of this Act:

32 x x x.”

33 **SEC. 11.** Article 84 of Republic Act No. 7394, as amended, is hereby amended to read
34 as follows:

1 “Article [84:] **87. Additional Labeling Requirement for Food.** – The
2 following additional labeling requirements shall be imposed by the concerned
3 department for food:

4 a) ~~[expiry—or]~~ **MANUFACTURING DATE**, expiration date,
5 ~~[where]~~ and **WHENEVER** applicable, **THE BEST BEFORE DATE**;
6 x x x.”

7 **SEC. 12.** Article 86 of Republic Act No. 7394, as amended, is hereby amended to read
8 as follows:

9 “Article [86:] **89. Labeling of Drugs.** – The Generics Act, **AND OTHER**
10 **LAWS AMENDATORY THERETO**, shall apply in the labeling of drugs.
11 **THE FOOD AND DRUG ADMINISTRATION SHALL ENSURE THAT**
12 **ALL DRUGS MANUFACTURED AND DISTRIBUTED LOCALLY**
13 **SHALL HAVE “MANUFACTURING DATE” AND “EXPIRATION**
14 **DATE” ON THEIR LABELS. THE UNIFORM DATE LABELS**
15 **REQUIRED MUST BE PRINTED CLEARLY AND LEGIBLY ON THE**
16 **LABEL IN THE FOLLOWING ORDER: MONTH, DAY AND YEAR.**
17 **THE DAY AND THE YEAR MUST BE WRITTEN IN FIGURES WHILE**
18 **THE MONTH MUST BE WRITTEN IN WORDS. THE TEXT MUST BE**
19 **IN A SINGLE EASY-TO-READ TYPE STYLE USING UPPER- AND**
20 **LOWER-CASE LETTERS IN THE STANDARD FORM.**

21 **FOR PRODUCTS RECONSTITUTED PRIOR TO USE, AND**
22 **THOSE WHICH CAN BE ADMINISTERED MULTIPLE TIMES, THE**
23 **LABEL SHALL INCLUDE THE PERIOD OF GUARANTEED SAFETY,**
24 **EFFICACY, AND QUALITY OF THE RECONSTITUTED**
25 **PREPARATION AFTER FIRST OPENING AT GIVEN STORAGE**
26 **CONDITIONS.”**

27 **SEC. 13.** Article 87 of Republic Act No. 7394, as amended, is hereby amended to read
28 as follows:

29 “Article [87:] **90. Additional Labeling Requirements for Cosmetics.** – The
30 following additional requirements may be required for cosmetics:

31 a) **MANUFACTURING DATE AND** expiry or expiration date;
32 x x x.”

1 **SEC. 14.** A new Article 93 is hereby inserted after the renumbered Article 92 of
2 Republic Act No. 7394, as amended, and the subsequent articles shall be renumbered
3 accordingly:

4 **“ARTICLE 93. *ENGLISH OR FILIPINO TRANSLATIONS OF***
5 ***PRODUCT LABELS WRITTEN IN FOREIGN CHARACTERS OR***
6 ***LANGUAGES. – CONSUMER PRODUCTS WITH PRODUCT LABELS***
7 ***WRITTEN IN FOREIGN CHARACTERS OR LANGUAGE SHALL BE***
8 ***ALLOWED ENTRY INTO THE COUNTRY AND INTRODUCED INTO***
9 ***COMMERCE ONLY IF THEY HAVE A CORRESPONDING ENGLISH***
10 ***OR FILIPINO TRANSLATION TO ENABLE THE AUTHORITIES TO***
11 ***DETERMINE WHETHER THE PRODUCT HAS COMPLIED WITH ALL***
12 ***THE OTHER LABELING REQUIREMENTS AS WELL AS PROVIDE***
13 ***THE CONSUMERS PROPER GUIDANCE ON THE CONTENTS AND***
14 ***ORIGIN OF THE PRODUCT.”***

15 **SEC. 15.** A new article 94 is hereby inserted after the new Article 93 of Republic Act
16 No. 7394, as amended, and the subsequent articles shall be renumbered accordingly:

17 **“ARTICLE 94. *OFFICIAL SOURCES OF INFORMATION FOR***
18 ***IMPORTED CONSUMER PRODUCTS. – IMPORT DATA FROM THE***
19 ***BUREAU OF CUSTOMS AND BUREAU OF IMPORT SERVICES OF***
20 ***THE DEPARTMENT OF TRADE AND INDUSTRY SHALL BE***
21 ***RECOGNIZED AS OFFICIAL SOURCES OF INFORMATION TO***
22 ***VALIDATE THE FOLLOWING INFORMATION RELATIVE TO A***
23 ***PARTICULAR IMPORTED CONSUMER PRODUCT:***

24 **A) COUNTRY OF MANUFACTURE;**
25 **B) NAME AND ADDRESS OF MANUFACTURER OR**
26 **EXPORTER;**
27 **C) NAME AND ADDRESS OF IMPORTER OR CONSIGNEE;**
28 **D) VALUE AND VOLUME OF SHIPMENT;**
29 **E) DATE OF ARRIVAL; AND**
30 **F) OTHER INFORMATION RELEVANT TO THE**
31 **SHIPMENT IN QUESTION.”**

32 **SEC. 16.** Article 116 of Republic Act No. 7394, as amended. is hereby amended to read
33 as follows:

1 “Article [~~116.~~] **121. Permit to Conduct Promotion.** — No person shall
2 conduct any sales [~~campaigns, including beauty contest, national in character,~~
3 ~~sponsored and promoted by manufacturing enterprises]~~ **PROMOTION OF**
4 **PRODUCTS AND SERVICES OR THE SALE THEREOF, THROUGH**
5 **AND WITH THE USE OF ALL FORMS OF MEDIA, INFORMATION**
6 **AND COMMUNICATIONS TECHNOLOGIES, INCLUDING BEAUTY**
7 **CONTESTS THAT ARE NATIONAL IN CHARACTER, SPONSORED**
8 **AND PROMOTED BY PRODUCERS, MANUFACTURERS,**
9 **DISTRIBUTORS, SUPPLIERS, IMPORTERS, RETAILERS OR THEIR**
10 **AGENTS** without first securing a permit from the concerned department at [~~least~~
11 ~~thirty (30) calendar~~] **FIFTEEN (15)** days prior to the commencement thereof.
12 [~~Unless an objection or denial is received within fifteen (15) days from filing of~~
13 ~~the application, the same shall be deemed approved and the promotion campaign~~
14 ~~or activity may be conducted~~]: *Provided,* That any sales promotion campaign
15 using medical prescriptions or any part thereof or attachment [~~thereto for raffles~~
16 ~~or a promise of reward~~] shall not be allowed, nor a permit be issued thereof.

17 **SEC. 17. Implementing Rules and Regulations.** – Within ninety (90) days after the
18 effectivity of this Act, the DTI, in coordination with the implementing agencies under this Act,
19 other relevant government agencies and stakeholders, shall promulgate the rules and
20 regulations to effectively implement the provisions of this Act.

21 **SEC. 18. Separability Clause.** – If any provision of this Act is declared
22 unconstitutional, the remainder thereof not otherwise affected shall remain in full force and
23 effect.

24 **SEC. 19. Repealing Clause.** – All laws, presidential decrees, executive orders, letters
25 of instruction, proclamations or administrative regulations that are inconsistent with the
26 provisions of this Act are hereby repealed, amended, or modified accordingly.

27 **SEC. 20. Effectivity.** – This Act shall take effect fifteen (15) days following its
28 publication in the *Official Gazette*, or in a newspaper of general circulation.

Approved,