

Republic of the Philippines
House of Representatives
Quezon City, Metro Manila

TWENTIETH CONGRESS
First Regular Session

HOUSE BILL NO. **5386**



Introduced by Representative Kenneth T. Gatchalian

EXPLANATORY NOTE

With rapid technological advancements transforming trade and commerce, there is a pressing need to strengthen consumer legislation to protect the public, particularly those with little bargaining power or limited awareness of their rights. Unscrupulous practices such as pseudo-investments, pyramid and Ponzi schemes, telemarketing fraud, and technology-driven scams further highlight the urgency of stronger safeguards.

This measure seeks to amend Republic Act No. 7394, the Consumer Act of the Philippines, by reinforcing the eight basic consumer rights as the foundation of consumer policy, introducing stricter standards for product labeling, and establishing ethical conduct for both offline and online businesses. It also emphasizes consumer responsibility in promoting vigilance, social concern, and environmental awareness.

Through these amendments, the bill aims to ensure fairer, safer, and more transparent transactions, ultimately strengthening consumer confidence and promoting ethical trade practices that benefit the economy as a whole.

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


KENNETH T. GATCHALIAN

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AN ACT
GRANTING ENHANCED PROTECTION TO CONSUMERS, AMENDING
FOR THE PURPOSE REPUBLIC ACT NO. 7394, OTHERWISE KNOWN AS
"THE CONSUMER ACT OF THE PHILIPPINES"

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

ARTICLE I
General Provisions

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

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

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

9 **THE STATE NEEDS TO DEVELOP AND IMPLEMENT A**
10 **STRONG CONSUMER PROTECTION POLICY, PROMOTE**
11 **THE GENERAL WELFARE OF CONSUMERS, AND**

**ESTABLISH STANDARDS OF ETHICAL CONDUCT FOR
OFFLINE AND ONLINE BUSINESS AND INDUSTRY.**

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

- ~~[a) protection against hazards to health and safety;~~
- ~~b) protection against deceptive, unfair and unconscionable sales acts and practices;~~
- ~~c) provision of information and education to facilitate sound choice and the proper exercise of rights by the consumer;~~
- ~~d) provision of adequate rights and means of redress; and~~
- ~~e) involvement of consumer representatives in the formulation of social and economic policies.]~~

- A. DEVELOP AND IMPLEMENT A STRONG CONSUMER PROTECTION POLICY THAT WILL ENSURE THE ACCESS OF CONSUMERS TO QUALITY, SAFE, AND NON-HAZARDOUS PRODUCTS AND FAIR, EQUITABLE AND SUSTAINABLE ECONOMIC AND SOCIAL DEVELOPMENT AND ENVIRONMENTAL PROTECTION;**
- B. UPHOLD STANDARDS OF ETHICAL CONDUCT FOR INDIVIDUALS ENGAGED IN THE PRODUCTION AND DISTRIBUTION OF GOODS AND SERVICES TO CONSUMERS, INCLUDING INTERNET TRANSACTIONS;**
- C. ENCOURAGE SELF-REGULATION IN THE ADVERTISING INDUSTRY TO ENHANCE AND ENSURE CONSUMER PROTECTION THROUGH THE ADOPTION AND OBSERVANCE OF A CODE OF ETHICS CONSISTENT WITH THIS ACT AND ITS IMPLEMENTING RULES AND REGULATIONS;**
- D. PREVENT ENTERPRISES FROM ENGAGING IN ABUSIVE BUSINESS PRACTICES;**

- 1 E. FACILITATE THE RECOGNITION OF INDEPENDENT
2 CONSUMER GROUPS;
3 F. ENCOURAGE THE DEVELOPMENT OF MARKET
4 CONDITIONS THAT ARE FREE FROM HOARDING AND
5 HELP CONSUMERS MAKE WELL-INFORMED
6 CHOICES; AND
7 G. PROMOTE SUSTAINABLE CONSUMPTION TO
8 FACILITATE PRODUCTION AND DISTRIBUTION
9 PATTERNS WHICH BALANCE THE RESOURCES AND
10 THE NEEDS OF THE CONSUMERS, THEREBY
11 REDUCING THE RATE OF HOUSEHOLD
12 INSECURITIES.”
13

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

16 "ARTICLE 4. *CONSUMER RIGHTS*. – THE GOVERNMENT, IN
17 MAINTAINING AND STRENGTHENING THE PROMOTION OF
18 CONSUMER INTEREST AND WELFARE IN RELATION TO
19 BUSINESS AND INDUSTRY PRACTICE AS WELL AS THE
20 PRODUCTION AND DISTRIBUTION OF CONSUMER
21 PRODUCTS, SHALL ADOPT MEASURES AND FORMULATE
22 POLICIES TAKING INTO ACCOUNT THE EIGHT (8) BASIC
23 CONSUMER RIGHTS. EVERY CONSUMER SHALL BE
24 ENTITLED TO THE:

25 A. *RIGHT TO BASIC NEEDS*. EVERY CONSUMER SHALL
26 HAVE ACCESS TO BASIC AND ESSENTIAL GOODS
27 AND SERVICES, SUCH AS ADEQUATE FOOD,
28 CLOTHING, SHELTER, HEALTHCARE, EDUCATION,
29 PUBLIC UTILITIES, WATER, AND SANITATION;

30 B. *RIGHT TO CHOOSE*. EVERY CONSUMER SHALL HAVE
31 THE RIGHT TO SELECT FROM A VARIETY OF GOODS
32 AND SERVICES OFFERED AT COMPETITIVE PRICES,

1 EITHER SOLD IN PERSON OR ONLINE, WITH AN
2 ASSURANCE OF SATISFACTORY QUALITY;

3 **C. *RIGHT TO BE HEARD.*** – EVERY CONSUMER SHALL BE
4 ENTITLED TO EXPRESS INTEREST, TO BE INVOLVED,
5 HEARD, AND CONSIDERED IN THE FORMULATION
6 AND IMPLEMENTATION OF GOVERNMENT POLICIES;

7 **D. *RIGHT TO REDRESS.*** EVERY CONSUMER SHALL HAVE
8 ACCESS TO APPROPRIATE REMEDIES FOR
9 MISREPRESENTATION, SUBSTANDARD OR
10 DEFECTIVE PRODUCTS OR UNSATISFACTORY
11 SERVICES:

12 **E. *RIGHT TO CONSUMER EDUCATION.*** – EVERY
13 CONSUMER SHALL HAVE ACCESS TO KNOWLEDGE
14 AND SKILLS NEEDED TO MAKE INFORMED CHOICES
15 AND UNDERSTAND THE ENVIRONMENTAL, SOCIAL,
16 AND ECONOMIC CONSEQUENCES OF THEIR
17 DECISIONS THROUGH THE USE OF ALL AVAILABLE
18 AND CONVENIENT MEANS;

19 **F. *RIGHT TO SAFETY.*** – EVERY CONSUMER SHALL BE
20 PROTECTED AGAINST HAZARDOUS PRODUCTS,
21 PRODUCTION PROCESSES, AND SERVICES;

22 **G. *RIGHT TO A HEALTHY ENVIRONMENT.*** – EVERY
23 CONSUMER SHALL HAVE THE RIGHT TO LIVE AND
24 WORK IN AN ENVIRONMENT THAT IS NEITHER
25 THREATENING NOR DANGEROUS, AND ALLOWS A
26 LIFE OF DIGNITY AND WELL-BEING; AND

27 **H. *RIGHT TO INFORMATION.*** – EVERY CONSUMER SHALL
28 BE PROVIDED WITH INFORMATION NECESSARY TO
29 MAKE AN INFORMED CHOICE ON PRODUCTS AND
30 SERVICES AND SHALL BE PROTECTED AGAINST
31 DISHONEST OR MISLEADING ADVERTISING AND
32 LABELING.”

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

1 **“ARTICLE 5. CONSUMER RESPONSIBILITIES. – IN RELATION**
2 **TO THE BASIC RIGHTS GRANTED IN THE PRECEDING**
3 **ARTICLE, EVERY CONSUMER SHALL EXERCISE THE**
4 **FOLLOWING RESPONSIBILITIES:**

5 **A. CRITICAL AWARENESS. – EVERY CONSUMER SHALL BE**
6 **VILIGANT AND INFORMED ABOUT THE USE, PRICE,**
7 **SOURCE, AND QUALITY OF GOODS AND SERVICES;**

8 **B. ACTION. – EVERY CONSUMER SHALL ASSERT THE**
9 **RIGHT TO TAKE ACTION TO ENSURE THAT ONE’S**
10 **RIGHTS AS A CONSUMER ARE AMPLY PROTECTED;**

11 **C. SOCIAL CONCERN. – EVERY CONSUMER SHALL BE**
12 **AWARE OF THE IMPACT OF ONE’S CONSUMPTION ON**
13 **OTHER CITIZENS ESPECIALLY THE MARGINALIZED**
14 **GROUPS;**

15 **D. ENVIRONMENTAL AWARENESS. – EVERY CONSUMER**
16 **SHALL BE CONSTANTLY AWARE OF THE IMPACT OF**
17 **HUMAN ACTIVITY TO THE ENVIRONMENT. THE**
18 **CONSUMER SHOULD RECOGNIZE THE OBLIGATION OF**
19 **INDIVIDUALS, AND OF SOCIETY IN GENERAL, TO**
20 **UTILIZE NATURAL RESOURCES SUSTAINABLY AND**
21 **RESPONSIBLY, AND TO SECURE AND PROTECT THE**
22 **EARTH FOR FUTURE GENERATIONS; AND**

23 **E. SOLIDARITY. – CONSUMERS SHALL ORGANIZE**
24 **THEMSELVES INTO GROUPS OR ASSOCIATIONS TO**
25 **STRENGTHEN THEIR POSITION IN THE FORMULATION**
26 **OF POLICIES AIMED AT ADVANCING AND PROTECTING**
27 **THEIR INTERESTS.”**
28

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

31 "Article [4] **6. Definition of Terms.** — For purposes of this Act, the term:

32 k. Chain distribution planS [~~or pyramid sales schemes means sales~~
33 ~~devices whereby a person, upon condition that he makes an~~
34 ~~investment, is granted by the manufacturer or his representative a~~
35 ~~right to recruit for profit one or more additional persons who will~~

1 also be granted such right to recruit upon condition of making
2 similar investments: Provided, That the profits of the person
3 employing such a plan are derived primarily from the recruitment
4 of other persons into the plan rather than from the sale of
5 consumer products, services and credit: Provided, further, That
6 the limitation on the number of participants does not change the
7 nature of the plan.] OR "PSEUDO-INVESTMENTS" REFER
8 TO ANY BUSINESS STRUCTURE, SALES OR
9 MARKETING PLAN OR SCHEME SUCH AS:

- 10 **1. "PYRAMID SALES SCHEME" REFERS TO A SALE**
11 **DEVICE OR PLAN WHEREBY, UPON CONDITION**
12 **THAT AN INVESTMENT IS MADE BY WAY OF**
13 **PURCHASING GOODS OR PAYING A FEE, A PERSON IS**
14 **GRANTED BY A MANUFACTURER OR THE**
15 **MANUFACTURER'S REPRESENTATIVE THE RIGHT**
16 **TO SELL PRODUCTS AND SERVICES AS WELL AS**
17 **RECRUIT ONE OR MORE ADDITIONAL PERSONS**
18 **WHO WILL BE GRANTED SUCH RIGHT TO RECRUIT,**
19 **UPON CONDITION OF MAKING SIMILAR**
20 **INVESTMENTS;**
- 21 **2. "PONZI SCHEME" REFERS TO A BUSINESS**
22 **STRUCTURE OPERATED BY A PERSON OR GROUP,**
23 **NATURAL OR JURIDICAL, WHERE THERE IS NO**
24 **TRUE PRODUCT OR SERVICE BEING OFFERED IN**
25 **EXCHANGE FOR THE INVESTMENT AND WHERE THE**
26 **MONEY TENDERED BY NEW INVESTORS ARE PAID**
27 **TO EARLIER INVESTORS;**
- 28 **3. "TELEMARKETING FRAUD" REFERS TO A SCHEME**
29 **WHERE HIGH PRESSURE SALES TACTICS ARE MADE**
30 **OVER THE PHONE WITH THE INTENT TO MAKE THE**
31 **INVESTOR BUY INTO A FRAUDULENT OR NON-**
32 **EXISTENT INVESTMENT OFFERING; AND**

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

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

10 **“ARTICLE 54. BILLING STATEMENTS AND OTHER**
11 **TRANSACTION DOCUMENTS. – BILLING STATEMENTS AND**
12 **OTHER TRANSACTION DOCUMENTS MAY BE SENT IN**
13 **PRINTED OR ELECTRONIC FORM AT THE OPTION OF, AND**
14 **WITHOUT ANY ADDITIONAL COST, TO CONSUMERS. THE**
15 **CONSUMERS’ RIGHT TO SELECT THE MODE IN WHICH**
16 **THEY RECEIVE THEIR BILLING STATEMENTS AND OTHER**
17 **TRANSACTION DOCUMENTS MAY NOT BE CONDITIONED**
18 **ON THE VALUE OF THE PRODUCTS OR SERVICES**
19 **PROVIDED IN THE TRANSACTION.**
20

21 **SEC. 7.** Article 53 of Republic Act No. 7394, as amended, is hereby
22 amended to read as follows:

23
24 **“ARTICLE. [53] 56. Chain Distribution Plans or [~~Pyramid Sales~~**
25 **~~Schemes.~~] PSEUDO-INVESTMENTS. – Chain distribution plans or**
26 **[~~pyramid sales schemes~~] PSEUDO-INVESTMENTS shall not be**
27 **employed in the sale of consumer products.”**
28

29 **SEC. 8.** Article 64 of Republic Act No. 7394, as amended, is hereby
30 amended to read as follows:
31

1 “Article [64] 67. *Fraudulent Practices Relative to Weights and Measures.*
2 – The following acts relating to weights and measures are prohibited: x x
3 x
4

5 **FOR ANY PERSON TO CONCEAL OR DESTROY (1) A FALSE**
6 **OR COUNTERFEIT SEAL, STICKER, BRAND, STAMP, TAG,**
7 **CERTIFICATE, LICENSE OR DYE, OR (2) AN ALTERED,**
8 **TAMPERED, VANDALIZED SCALE, BALANCE, WEIGHT, OR**
9 **MEASURE TO PREVENT DISCOVERY OR SEIZURE; OR**
10

11 [1] **M.** For any person to procure, **OR COOPERATE IN, OR PROFIT**
12 **FROM THE** commission of any such offense abovementioned by
13 another.

14 Instruments officially sealed at some previous time which have remained
15 unaltered and accurate and the seal or tag officially affixed thereto
16 remains intact and in the same position and condition in which it was
17 placed by the official sealer or his duly authorized representative shall, if
18 presented for sealing, be sealed promptly on demand by the official sealer
19 or his authorized representative without penalty except a surcharge fixed
20 by law or regulation.”
21

22 **SEC. 9.** Article 76 of Republic Act No. 7394, as amended, is hereby
23 amended to read as follows:
24

25 “Article [76] **79. *Prohibited Act on Labeling and Packaging.*** – It shall be
26 unlawful for any person, either as principal or agent, engaged in the
27 [~~labeling~~—~~or~~—~~packaging~~] **SALE, DISTRIBUTION,**
28 **MANUFACTURING** of any consumer product, to display, **SELL,** or
29 distribute, or to cause to be displayed, **SOLD** or distributed in commerce
30 any consumer product whose package or label does not conform to the
31 provisions of this chapter.

32 **CONSUMER PRODUCTS THAT DO NOT COMPLY WITH THE**
33 **DATE LABEL REQUIREMENT SHALL NOT BE SOLD OR**
34 **DISTRIBUTED IN THE MARKET ONE (1) YEAR AFTER THE**
35 **ENACTMENT OF THIS ACT.**

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

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

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

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

- g. country of manufacture, if imported; ~~[and]~~
- h. if a consumer product is manufactured, refilled or repacked under license from a principal, the label shall so state the fact; **AND**
- I. **ITS “MANUFACTURING DATE”, “EXPIRATION DATE”, AND IF APPLICABLE, THE “BEST BEFORE DATE.” THE UNIFORM DATE LABEL MUST BE PRINTED CLEARLY AND LEGIBLY ON THE LABEL IN THE FOLLOWING ORDER: MONTH, DAY, AND YEAR. THE DAY AND THE YEAR MUST BE WRITTEN IN FIGURES, WHILE THE MONTH MUST BE WRITTEN IN WORDS. THE TEXT MUST BE IN A SINGLE EASY-TO-READ TYPE STYLE USING UPPER- AND LOWER-CASE LETTERS IN THE STANDARD FORM. THE USE OF “USE-BY”, “CONSUME BEFORE”, “BEST IF USED BY” AND OTHER SIMILAR PHRASES**

1 SHALL NOT BE USED AS DATE LABELS ON THE
2 PACKAGING OF CONSUMER PRODUCTS.
3

4 FOR PURPOSES OF THIS ACT, “MANUFACTURING
5 DATE” REFERS TO THE DATE WHEN THE PRODUCT
6 WAS PRODUCED OR MADE BY THE MANUFACTURER;
7 “BEST BEFORE DATE” REFERS TO THE DATE WHEN
8 THE QUALITY OF THE PRODUCT BEGINS TO
9 DETERIORATE, BUT IS STILL ACCEPTABLE FOR
10 CONSUMPTION BEFORE THE EXPIRATION DATE; AND
11 “EXPIRATION DATE” REFERS TO THE DATE STATED ON
12 THE LABEL OF FOOD, DRUG, COMESTIC, OR SIMILAR
13 CONSUMER PRODUCT AFTER THE SAFETY, EFFICACY,
14 QUALITY OR POTENCY MUST HAVE RUN ITS COURSE.
15

16 The following may be required by the concerned department in
17 accordance with the rules and regulations they will promulgate under
18 authority of this Act: x x x”
19

20 SEC. 11. Article 84 of Republic Act No. 7394, as amended, is hereby
21 amended to read as follows:
22

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

26 a) [~~expiry or~~] **MANUFACTURING DATE**, expiration date, [~~where~~] and
27 **WHENEVER** applicable, **THE BEST BEFORE DATE**; x x x”
28

29 SEC. 12. Article 86 of Republic Act No. 7394, as amended, is hereby
30 amended to read as follows:

31 “Article [86] **89. Labeling of Drugs.** – The Generics Act, **AND OTHER**
32 **LAWS AMENDATORY THERETO**, shall apply in the labeling of
33 drugs. **THE FOOD AND DRUG ADMINISTRATION SHALL**

1 **ENSURE THAT ALL DRUGS MANUFACTURED AND**
2 **DISTRIBUTED LOCALLY SHALL HAVE “MANUFACTURING**
3 **DATE” AND “EXPIRATION DATE” ON THEIR LABELS. THE**
4 **UNIFORM DATE LABELS REQUIRED MUST BE PRINTED**
5 **CLEARLY AND LEGIBLY ON THE LABEL IN THE**
6 **FOLLOWING ORDER: MONTH, DAY AND YEAR. THE DAY**
7 **AND THE YEAR MUST BE WRITTEN IN FIGURES WHILE THE**
8 **MONTH MUST BE WRITTEN IN WORDS. THE TEXT MUST BE**
9 **IN A SINGLE EASY-TO-READ TYPE STYLE USING UPPER-**
10 **AND LOWER-CASE LETTERS IN THE STANDARD FORM.**

11
12 **FOR PRODUCTS RECONSTITUTED PRIOR TO USE, AND**
13 **THOSE WHICH CAN BE ADMINISTERED MULTIPLE TIMES,**
14 **THE LABEL SHALL INCLUDE THE PERIOD OF**
15 **GUARANTEED SAFETY, EFFICACY, AND QUALITY OF THE**
16 **RECONSTITUTED PREPARATION AFTER FIRST OPENING**
17 **AT GIVEN STORAGE CONDITIONS.”**

18
19 **SEC. 13.** Article 87 of Republic Act No. 7394, as amended, is hereby
20 amended to read as follows:

21
22 “Article [87] **90.** Additional Labeling Requirements for Cosmetics. – The
23 following additional requirements may be required for cosmetics:

24 a) **MANUFACTURING DATE AND** expiry or expiration date; x x x”

25
26 **SEC. 14.** A new Article 93 is hereby inserted after the renumbered Article
27 92 of Republic Act No. 7394, as amended, and the subsequent articles shall be
28 renumbered accordingly:

29
30 **“ARTICLE 93. ENGLISH OR FILIPINO TRANSLATIONS OF**
31 **PRODUCT LABELS WRITTEN IN FOREIGN CHARACTERS OR**
32 **LANGUAGES. – CONSUMER PRODUCTS WITH PRODUCT**

1 **LABELS WRITTEN IN FOREIGN CHARACTERS OR**
2 **LANGUAGE SHALL BE ALLOWED ENTRY INTO THE**
3 **COUNTRY AND INTRODUCED INTO COMMERCE ONLY IF**
4 **THEY HAVE A CORRESPONDING ENGLISH OR FILIPINO**
5 **TRANSLATION TO ENABLE THE AUTHORITIES TO**
6 **DETERMINE WHETHER THE PRODUCT HAS COMPLIED**
7 **WITH ALL THE OTHER LABELING REQUIREMENTS AS**
8 **WELL AS PROVIDE THE CONSUMERS PROPER GUIDANCE**
9 **ON THE CONTENTS AND ORIGIN OF THE PRODUCT.”**
10

11 **SEC. 15.** A new Article 94 is hereby inserted after the new Article 93 of
12 Republic Act No. 7394, as amended, and the subsequent articles shall be renumbered
13 accordingly:
14

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

- 23 **1. COUNTRY OF MANUFACTURE;**
24 **2. NAME AND ADDRESS OF MANUFACTURER OR**
25 **EXPORTER;**
26 **3. NAME AND ADDRESS OF IMPORTER OR CONSIGNEE;**
27 **4. VALUE AND VOLUME OF SHIPMENT;**
28 **5. DATE OF ARRIVAL; AND**
29 **6. OTHER INFORMATION RELEVANT TO THE SHIPMENT IN**
30 **QUESTION.”**
31

32 **SEC. 16.** Article 116 of Republic Act No. 7394, as amended, is hereby
33 amended to read as follows:
34

1 “Article [116] **121. Permit to Conduct Promotion.** – No person shall
2 conduct any sales [~~campaigns, including beauty contest, national in~~
3 ~~character, sponsored and promoted by manufacturing enterprises]~~
4 **PROMOTION OF PRODUCTS AND SERVICES OR THE SALE**
5 **THEREOF, THROUGH AND WITH THE USE OF ALL FORMS**
6 **OF MEDIA, INFORMATION AND COMMUNICATIONS**
7 **TECHNOLOGIES, INCLUDING BEAUTY CONTESTS THAT**
8 **ARE NATIONAL IN CHARACTER, SPONSORED AND**
9 **PROMOTED BY PRODUCERS, MANUFACTURERS,**
10 **DISTRIBUTORS, SUPPLIERS, IMPORTERS, RETAILERS OR**
11 **THEIR AGENTS** without first securing a permit from the concerned
12 department of at least [~~thirty (30 calendar)~~ **FIFTEEN (15)** days prior to
13 the commencement thereof. [~~Unless an objection or denial is received~~
14 ~~within fifteen (15) days from filing of the application, the same shall be~~
15 ~~deemed approved and the promotion campaign or activity may be~~
16 ~~conducted]~~ *Provided*, That any sales promotion campaign using medical
17 prescriptions or any part thereof or attachment [~~thereto for raffles or a~~
18 ~~promise of reward]~~ shall not be allowed, nor a permit be issued thereof.
19

20 **SEC. 17. Implementing Rules and Regulations.** — Within ninety (90) days
21 after the effectivity of this Act, the Department of Trade and Industry, in
22 coordination with the implementing agencies under this Act, other relevant
23 government agencies, and stakeholders, shall promulgate the rules and regulations
24 to effectively implement the provisions of this Act.

25 **SEC. 18. Separability Clause.** — If any portion or provision of this Act is
26 declared unconstitutional, the remainder of this Act or any provisions not affected
27 thereby shall remain in full force and effect.

28 **SEC. 19. Repealing Clause.** — Any laws, presidential decrees or issuances,
29 executive orders, letters of instruction, and rules or regulations inconsistent with the
30 provisions of this Act are hereby repealed or modified accordingly.

1 **SEC. 20. *Effectivity.*** – This Act shall take effect fifteen (15) days following
2 its complete publication in two (2) newspapers of general circulation or in the
3 Official Gazette.

Approved,