

Republic of the Philippines  
**HOUSE OF REPRESENTATIVES**  
Quezon City

**TWENTIETH CONGRESS**  
First Regular Session

House Bill No. **6806**



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Introduced by **REP. JAVIER MIGUEL L. BENITEZ**

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**EXPLANATORY NOTE**

Half of all Filipino children under five are food poor. This condition, defined as the lack of dietary diversity necessary for growth and development, is driven by poor food environments, harmful marketing, and deep income inequality.<sup>1</sup> They grow up eating fewer than five essential food groups per day, deprived of the nutrients they need to grow, learn, and thrive. This is not simply a matter of individual choice. It reflects the systemic failure of the food environment where unhealthy, ultra-processed products are cheap, aggressively marketed, and poorly labeled, especially to children.

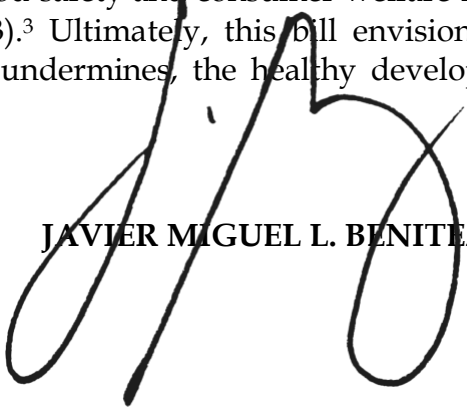
This bill seeks to reduce child food poverty by directly addressing two of its most harmful drivers. First, it mandates clear, front-of-package warning labels on prepackaged food and non-alcoholic beverages that exceed established thresholds for sugar, sodium, or saturated fat. These labels equip consumers, especially parents and caregivers, with simple, science-backed cues to make healthier choices. Global evidence, including from Mexico and Chile, shows that FOP warning labels significantly reduce consumption of unhealthy foods and prompt companies to reformulate products.

Second, the bill prohibits deceptive and child-targeted marketing across media and packaging, including the use of cartoon characters, child influencers, advergames, and other tactics that exploit children's vulnerabilities.

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<sup>1</sup> PRESS RELEASE: National Nutrition Council and UNICEF rally to end child food poverty in the Philippines. Facebook.  
<https://www.facebook.com/nncofficial/posts/pfbid0369Wwi8ZMk4eoyG3VHhPeco8BmjfA7yWAikBgwuPpHoNaPCEHmg4yqStS9vt9xNYnl> (last accessed on: July 18, 2025).

This aligns with the State's constitutional duty to protect children's right to proper nutrition<sup>2</sup> and strengthens existing food safety and consumer welfare mandates under Republic Act No. 10611 (2013).<sup>3</sup> Ultimately, this bill envisions a food environment that supports, and not undermines, the healthy development of every Filipino child.



**JAVIER MIGUEL L. BENITEZ**

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<sup>2</sup> 1987 Constitution, Article XV, Section 3 (2)

<sup>3</sup> Republic Act No. 10611, "Food Safety Act of 2013," Section 12.

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**AN ACT MANDATING FRONT-OF-PACKAGE WARNING LABELS ON  
PREPACKAGED FOOD AND NON-ALCOHOLIC BEVERAGE  
PRODUCTS, REGULATING CHILD-TARGETED MARKETING,  
STRENGTHENING CONSUMER EDUCATION, AND FOR OTHER  
PURPOSES**

*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 “*LABEL SMART  
(Labeling Awareness for Balanced Eating & Learning, Supporting Marketing  
Accountability for Responsible Targeting) Act.*”

**SEC. 2. *Declaration of Policy.*** – It is the policy of the State to uphold the  
right of Filipino children to proper nutrition, informed choice, and protection  
from exploitative commercial practices. According to Section 15, Article II of the  
1987 Constitution of the Republic of the Philippines, the State shall protect and  
promote the health and well-being of all citizens, especially children.

**SEC. 3. *Definition of Terms.*** – For this Act, the following terms are defined  
as follows:

(a) *Breastmilk Substitutes and Complementary Food Products* – refer to any  
food marketed or otherwise represented as a partial or total replacement for  
breastmilk, including infant formula and processed complementary food  
intended for children aged 6 months to 24 months, as defined and governed  
under Executive Order No. 51, s. 1986 (Milk Code) and its implementing Rules  
and Regulations.

(b) *Certificate of Product Registration ("CPR")* – refers to the authorization issued by the Food and Drug Administration ("FDA") that permits the manufacture, importation, distribution, and sale of a food or beverage product in the Philippine market, subject to compliance with regulatory standards.

(c) *Children* – refer to persons under eighteen (18) years of age, in accordance with Republic Act No. 7610, otherwise known as the "Special Protection of Children Against Abuse, Exploitation and Discrimination Act."

(d) *Child-Targeted Marketing* – refers to any advertising, promotion, or packaging strategy that uses themes, language, imagery, music, cartoon characters, or placements designed to appeal primarily to individuals below eighteen (18) years of age, including marketing in school environments or media where children constitute a significant portion of the audience.

(e) *Consumer Education* – refers to programs, campaigns, and materials developed by the Department of Health ("DOH"), Department of Education ("DepEd"), and other implementing agencies to raise public awareness about the health risks of consuming products high in sugar, sodium, or saturated fat, and to promote healthier food choices among children and families.

(f) *Covered Products* – refer to prepackaged food and non-alcoholic beverage products that exceed the nutrient thresholds for added sugar, sodium, or saturated fat.

(g) *Culinary Ingredients* – refer to single-substance food components such as table sugar, cooking oil, or salt, that are primarily used in food preparation and not typically consumed on their own, and are composed mainly of a single nutrient.

(h) *Digital Marketing* – refers to any food or beverage promotion disseminated through internet-based channels, including websites, mobile apps, social media platforms, streaming services, influencer content, and other online formats.

(i) *Food intended for Special Dietary Use* – refers to food specially processed or formulated to satisfy particular dietary requirements that exist because of a specific physical or physiological condition or specific diseases and disorders, and which is presented as such.

(j) *Front-of-Package ("FOP") Warning Label* – refers to a visible, standardized graphical or textual indication placed on the front display panel of

pre-packaged food and non-alcoholic beverage products, used to inform consumers that the products exceed thresholds for nutrients of concern, such as sugars, saturated fats, trans fats, and sodium.

(k) *Health Promotion Bureau ("HPB")* – Refers to the bureau under the DOH responsible for implementing health promotion policies, programs, and strategies in accordance with Republic Act No. 11223 or the Universal Health Care Act.

(l) *Inter-Agency Committee on Responsible Food Labeling and Marketing to Children* – Refers to the body composed of representatives from the DOH, FDA, Department of Trade and Industry ("DTI"), DepEd, National Nutrition Council ("NNC"), Movie and Television Review and Classification Board ("MTRCB"), Local Government Units ("LGUs"), and other relevant stakeholders tasked with developing and enforcing guidelines under this Act.

(m) *Marketing Platforms* – refers to any communication medium or channel used to advertise or promote food and beverage products, including but not limited to television, radio, online and digital platforms, print media, billboards, point-of-sale displays, product placement, event sponsorships, and school-based materials.

(n) *Medical and Therapeutic Food* – refers to food products formulated to be consumed or administered under medical supervision for the specific dietary management of a disease, disorder, or medical condition, including those used as partial or complete meal replacements.

(o) *Micro, Small, and Medium Enterprises ("MSMEs")* – refer to businesses engaged in the manufacture, repackaging, or sale of food products, as defined under Republic Act No. 9501, or the Magna Carta for MSMEs.

(p) *Misleading Promotional Features* – refers to packaging or marketing elements that obscure the presence of the required FOP warning label, falsely convey healthfulness, or use deceptive claims, imagery, or techniques that appeal to children in contradiction with this Act.

(q) *National Nutrition Council* – refers to the government agency attached to the DOH, mandated to formulate national food and nutrition policies and coordinate nutrition-related programs.

(r) *Non-Alcoholic Beverage Product* – refers to any prepackaged liquid product not containing alcohol that is intended for human consumption,

including but not limited to soft drinks, sweetened juices, energy drinks, flavored waters, ready-to-drink teas or coffees, and similar beverages.

(s) *Nutrient Profile Model ("NPM")*– refers to a science-based system adopted or adapted by the DOH, based on international standards such as those of the World Health Organization ("WHO") or the Codex Alimentarius, used to determine whether a product exceeds thresholds for nutrients of concern.

(t) *Nutrient Threshold* – refers to the maximum allowable amount of added sugar, sodium, or saturated fat in a food or beverage product, as determined by the FDA using internationally accepted standards and scientific evidence, above which a warning label shall be required.

(u) *Nutrients of Concern* – refers to added sugar, sodium, and saturated fat, which, when consumed in excess, are associated with increased risk of diet-related non-communicable diseases such as obesity, diabetes, and cardiovascular disease.

(v) *Point-of-Sale Displays* – refers to marketing materials and displays located at or near the location where a purchase is made, including checkout counters, shelf tags, in-store signage, or vending machines.

(w) *Prepackaged food products* are food and non-alcoholic beverage items placed in a container or packaging before being offered for sale and ready for consumption without further preparation. This includes items sealed or wrapped by manufacturers, importers, or retailers, whether sold in retail stores, online platforms, or school canteens.

(x) *Principal Display Panel* – refer to the part of the product packaging most likely to be seen by the consumer at the time of purchase, typically the front or top surface of the container.

**SEC. 4. *Scope and Application.*** – This Act shall apply to all pre-packaged processed food and non-alcoholic beverages, whether manufactured domestically or imported, that are distributed, marketed, or sold within the Philippines.

The following are not covered by the mandatory labeling and advertising restrictions under this Act:

(a) Fresh, raw, or unpackaged agricultural products;

(b) Culinary ingredients such as salt, sugar, and oils in their pure form are subject to DOH labeling guidance;

(c) Infant formula and breastmilk substitutes (governed by Executive Order No. 51);

(d) Medical or therapeutic food, and items prescribed by a licensed health professional for specific dietary requirements and medical conditions;

This Act shall not restrict general food advertising for products not subject to FOP labeling, shall not apply to food sold in restaurants, cafeterias, or eateries, unless pre-packaged for commercial resale, and shall not penalize individual consumers for the purchase or donation of labeled food items.

## **ARTICLE II. FRONT-OF-PACKAGE WARNING LABELS**

**SEC. 5. *Nutrient Thresholds.*** – The DOH, in coordination with the FDA, and the Department of Science and Technology – Food and Nutrition Research Institute (“DOST-FNRI”), shall develop an NPM determining the maximum allowable values of the nutrients of concern.

The NPM shall be evidence-based and shall consider dietary reference intakes, global best practices, and the nutritional needs of the Filipino population. It shall be reviewed and, if necessary, updated at least every three (3) to five (5) years, or earlier if supported by emerging scientific evidence or international standards.

The FDA shall publish a list of food categories subject to differential thresholds and may grant exemptions for unprocessed or minimally processed foods that do not contain added nutrients of concern.

**SEC. 6. *Mandatory Front-of-Package Warning Labels.*** – All manufacturers, importers, and distributors shall be required to affix a clear and conspicuous FOP Warning Label on all pre-packaged food and non-alcoholic beverage products that exceed the maximum values of the nutrients of concern, as determined under Section 5 of this Act.

**SEC. 7. *Form, Size, Placement, and Characteristics of the Warning Labels.*** – All pre-packaged food products that exceed the thresholds for critical nutrients or caloric content shall bear a FOP warning label. The FDA shall prescribe the technical specifications of the warning label, subject to the following minimum requirements:

(a) A separate warning label shall be displayed for each nutrient of concern present in excess of the allowable limit. The label shall contain the following warning, as applicable:

- (1) "HIGH IN SUGAR";
- (2) "HIGH IN SODIUM";
- (3) "HIGH IN SATURATED FAT";
- (4) "HIGH IN TOTAL FAT";

(b) If the product exceeds the caloric threshold, it shall include a label stating:

- (1) "HIGH IN CALORIES".

(c) If the product contains non-nutritive or artificial sweeteners, the package must include the following warning label:

- (1) "CONTAINS SWEETENERS, NOT RECOMMENDED FOR CHILDREN".

(d) All warnings shall include a Filipino translation directly below or adjacent to the English text.

(e) The warning label shall be in the form of black octagons with a white border and capital letters.

(f) The warning shall be in the shape of a black octagon with a white border and written in bold, capitalized, white letters. The design shall be uniform across all products as determined by the FDA.

(g) Each warning label shall occupy no less than five percent (5%) of the surface area of the principal display panel of the packaging.

(h) The warning label shall be printed directly on the packaging. It shall not be placed on a detachable sticker or label, and must remain clearly visible and intact under typical storage, handling, and retail display conditions. It shall not be obscured by promotional material, container design, or placement.

(i) Labels shall be placed on the upper right-hand portion of the principal display panel. For round or cylindrical containers, placement shall be at the top center of the main visible surface. For packages with a principal display

area of ten (10) square centimeters or less, a single consolidated octagon shall be used to indicate the number of nutrients above the threshold. This octagon shall occupy no less than fifteen percent (15%) of the front panel.

(j) If more than one warning label is required, the labels shall be placed adjacent to each other on the principal display panel, without overlap or separation by design elements.

(k) For multipacks or bundled products, each unit and the outer packaging shall display the appropriate warning labels in accordance with this section.

(l) The text of the warning shall be printed in a bold, sans-serif typeface, using white capital letters with high contrast against the black octagonal background. The minimum contrast ratio, typeface specifications, and visual standards shall be defined in the FDA's implementing rules.

(m) For products sold through digital platforms or e-commerce sites, the required warning label shall be clearly displayed on the primary product image and included in the product description, consistent with the labeling on physical packaging.

(n) No front-of-package marketing element, including nutritional claims, health endorsements, or promotional content, shall contradict or obscure the warning label required under this Section.

This provision shall apply in addition to all existing food labeling rules and regulations issued by the FDA. The FDA may issue further guidelines to regulate the retail placement of products subject to mandatory warnings, consistent with this Act.

**SEC. 8. Exemptions.** – The following pre-packaged food products shall be exempt from the warning label requirements under this Act:

(a) *Medical and therapeutic food*, including food intended for special dietary use, formulated to meet the nutritional requirements of individuals with specific medical conditions, or used as partial meal replacements, provided that such products are appropriately labeled in accordance with applicable health regulations;

(b) *Culinary ingredients* that consist primarily of one critical nutrient in high purity and are customarily used in food preparation, including but not

limited to refined cooking oils, table sugar, and iodized salt, are subject to separate labeling regulations as determined by the FDA;

(c) *Breastmilk substitutes and complementary food products for infants and young children*, which shall remain governed by Executive Order No. 51, s. 1986 (Milk Code), its implementing rules and regulations, and all other pertinent laws and issuances;

(d) *Other products*, which, in the determination of the FDA and consultation with the DOH, are not reasonably expected to contribute to excessive intake of critical nutrients or calories due to their nature, function, or typical consumption pattern.

The FDA shall issue specific guidelines to operationalize this Section and ensure that exemptions are not used to circumvent the intent of this Act.

**SEC. 9. Prohibitions on Misleading Packaging and Promotional Features.**

- Pre-packaged food products and non-alcoholic beverages subject to warning label requirements under this Act shall not include, on any part of the packaging or marketing materials, any element that may mislead consumers or contradict the intent of the warning label. Prohibited features include, but are not limited to:

- (a) Complementary nutritional information, such as nutrient content claims (e.g., “low in fat,” “source of fiber,” “contains vitamins”) that may offset or minimize the presence of a warning label;
- (b) Endorsements or affiliations, including logotypes, seals, certifications, or statements from scientific societies, health professionals, civil society organizations, or government entities that may imply the product is health-promoting;
- (c) Health and nutrition claims, including implied or explicit statements suggesting disease prevention, performance enhancement, weight control, or other health benefits;
- (d) Marketing elements that directly obscure, distract from, or contradict the warning label, including font placement, design motifs, or packaging gimmicks that reduce label visibility.

These prohibitions apply equally to physical packaging and digital or promotional representations of the product. The FDA shall issue further guidance on the enforcement of this provision.

### ARTICLE III. REGULATION OF CHILD-TARGETED MARKETING AND CONSUMER EDUCATION

**SEC. 10. *Regulation of Child-Targeted Marketing.*** – To safeguard children’s right to health and protect them from misleading commercial practices, any marketing, promotion, or advertising of prepackaged food and non-alcoholic beverage products required to carry front-of-package warning labels under this Act shall be regulated when such content is primarily directed at children.

For this purpose:

(a) All advertisements, promotional content, or marketing materials directed at children, including those appearing on broadcast, digital, print, outdoor, or event-based platforms, must clearly and prominently display the applicable front-of-package warning label(s), consistent with the form, size, and placement standards required under this Act. This applies to both visual and audio formats.

(b) The use of cartoons, animated characters, fantasy elements, or other content that primarily appeals to children shall only be allowed for products bearing warning labels if the corresponding warning label is also clearly shown or voiced within the same material.

(c) Advertisements for covered products in schools, playgrounds, and child-focused digital platforms or media shall not be prohibited outright. Still, they must prominently feature the warning label, even when the marketing involves sponsorship, branded content, or influencer engagement.

(d) Promotions of covered products located in child-designated areas (e.g., near school supplies, toys, or children’s sections) must include the warning label in any promotional signage, shelf talkers, or product display materials.

(e) The DOH, in coordination with the NNC, MTRCB, DTI, DepEd, with advisory support from the FDA, and the Department of Information and Communications Technology, shall constitute an Inter-Agency Committee on Responsible Food Labeling and Marketing to Children to issue guidelines specifying:

(1) What constitutes child-targeting advertising across traditional and digital platforms;

(2) Requirements for the clear, prominent, and legible display or narration of warning labels in ads and marketing materials;

(3) Context-specific thresholds for labeling visibility in TV, streaming, social media, and other emerging platforms;

(4) Provisions for marketing in school-based events, children's spaces, and point-of-sale environments;

(5) Monitoring and enforcement mechanisms, including complaint and redress systems.

**SEC. 11. *Guidelines on Marketing Content and Platforms.*** – The Inter-Agency Committee on Responsible Food Labeling and Marketing to Children shall develop and issue guidelines for the responsible marketing of prepackaged food and non-alcoholic beverage products that are required to bear FOP warning labels as defined in this Act.

These guidelines shall define and regulate child-targeted marketing based on the following parameters:

(a) Marketing shall be deemed child-directed if it targets individuals below eighteen (18) years of age, or if the content, placement, or presentation is primarily intended to appeal to such age group.

(b) The use of animated or licensed characters, mascots, fantasy themes, music, or language primarily appealing to minors shall be deemed child-targeted. Content depicting or implying health, academic, athletic, or social superiority from product use shall also be restricted.

(c) Covered platforms shall include, but not be limited to:

(1) Television, radio, cinema, and print media;

(2) Online and digital spaces, including social media, streaming platforms, mobile apps, influencer content, advergames, and algorithmically targeted advertising;

(3) Outdoor and transit advertising, billboards, point-of-sale displays;

(4) Public and private school facilities, buses, events, and any form of campus-based marketing or sponsorship.

(d) Marketing of products bearing FOP warning labels may still be allowed, provided that all such advertisements and promotional materials clearly and legibly include the corresponding warning label or its digital equivalent, in a manner that complies with the specifications set under this Act and its implementing rules.

(e) The MTRCB shall monitor and enforce compliance with traditional and digital audiovisual advertisements. The DepEd shall ensure that the marketing of such products within the premises of basic education institutions is permitted only in accordance with the disclosure requirements and platform restrictions herein.

The guidelines issued by the Inter-Agency Committee shall align with evidence-based public health standards and international frameworks, including those developed by the WHO and the Codex Alimentarius.

**SEC. 12. *Public Awareness and Consumer Education Programs.*** – The DOH, in coordination with the DepEd, shall lead sustained public campaigns on the health risks of excessive sugar, sodium, and saturated fat consumption, and promote awareness of FOP warning labels.

The DepEd shall enhance existing health-related subjects by including practical instruction on reading food labels, recognizing warning symbols, and understanding marketing tactics targeting children. DTI and LGUs shall support these efforts through community-based education programs.

## **ARTICLE IV. ENFORCEMENT**

**SEC. 13. *Certificate of Product Registration.*** – The FDA shall issue a CPR to authorize the manufacture, importation, distribution, and sale of prepackaged food and non-alcoholic beverage products in the Philippine market, subject to full compliance with the applicable labeling and marketing requirements prescribed under this Act.

No CPR shall be issued or renewed for any product that fails to comply with the provisions of Sections 6, 7, and 9 of this Act, particularly those about FOP warning labeling, formatting standards, and restrictions on marketing to children.

**SEC. 14. *Inspection, Compliance Monitoring, and Records Access.*** – The FDA, through its authorized agents, shall have the authority to conduct routine and unannounced inspections of manufacturing, importation, warehousing, and distribution facilities of regulated entities. Such inspections may include examining product packaging, label design, marketing materials, and relevant business records.

All regulated entities shall maintain complete and accurate records related to nutritional content, labeling practices, and product registration for a minimum period specified by the FDA. The FDA shall issue uniform guidelines on inspection procedures and record-keeping policies.

**SEC. 15. *Enforcement in Traditional Markets and Food Service Establishments.*** – LGUs, in coordination with the FDA and the DTI, shall adopt appropriate ordinances or regulatory mechanisms to implement this Act in public markets, small-scale food manufacturing hubs, food service establishments, and informal retail settings within their respective jurisdictions.

Such mechanisms shall include inspections of pre-packaged food items sold in these venues, dissemination of consumer information, and enforcement of penalties for non-compliance. The FDA shall provide technical guidance and support to LGUs to ensure uniformity of application across regions.

**SEC. 16. *Consumer Complaints.*** – The FDA may initiate investigations *motu proprio*, upon a verified petition, or based on written complaints submitted by consumers or concerned parties, for any violation of the provisions of this Act.

Upon finding a *prima facie* violation, the FDA may commence formal administrative proceedings against the food business operator or any person responsible, whether on its own initiative or upon a properly filed complaint.

The conduct of investigations and adjudication of complaints shall be governed by the existing rules and regulations of the FDA, without prejudice to any interim or supplementary procedures issued for the effective enforcement of this Act.

**SEC. 17. *Multisectoral Coordination and Civil Society Participation for Enforcement, Monitoring, and Surveillance.*** – To ensure transparency, public accountability, and effective enforcement, the State affirms the role of civil society

organizations, academic institutions, and professional groups in monitoring compliance with this Act.

(a) The DOH, FDA, and DOST-FNRI may enter into partnerships with civil society and private-sector organizations that are not affiliated with or supported by the food and beverage industry. These partnerships may involve technical support, independent monitoring, and participation in public awareness and compliance programs. The DOH shall develop mechanisms to institutionalize citizen participation, including reporting platforms and capacity-building initiatives.

(b) Any Filipino citizen, civil society organization, non-government organization, or people's organization may file civil, criminal, or administrative actions with the appropriate court or agency against:

(1) Any public officer who willfully or grossly neglects duties mandated explicitly under this Act or its implementing rules and regulations; or

(2) Any food business operator, including manufacturers, importers, distributors, or persons acting on their behalf, who violates any provision of this Act or its implementing rules and regulations.

Filing fees shall be waived, and plaintiffs shall not be required to post an injunction bond in connection with any petition for injunctive relief filed pursuant to this Act.

If the action is adjudged in favor of the complainant, the court may, at its discretion, award reasonable attorney's fees, moral damages, and litigation expenses.

**SEC. 18. *Prohibited Acts.*** - Any violation of Sections 6, 7, and 9 of this Act shall render the product misbranded under Republic Act No. 9711. Pursuant to Section 11 of Republic Act No. 3720, as amended by Republic Act No. 9711, the following acts are prohibited:

(a) The manufacture, importation, exportation, sale, offering for sale, distribution, transfer, non-consumer use, promotion, advertising, or sponsorship of any food products that are adulterated, unregistered, or misbranded;

(b) The adulteration or misbranding of any food product.

Any future amendments to the previously mentioned laws will also apply accordingly.

**SEC. 19. *Regulatory Support for MSMEs.*** – Before the imposition of any administrative or criminal penalty under this Act, the DTI, the concerned LGU, or other relevant government agencies shall first extend technical assistance to MSMEs. This includes providing pre-approved, low-cost labeling templates and other compliance tools. These resources shall be made accessible through LGU business service centers, such as the Business Permits and Licensing Office and/or the Local Economic Development and Investment Promotions Office.

The following agencies shall formulate, develop, and implement programs to assist micro, small, and medium-sized food business operators in the prepackaged food sector.

**SEC. 20. *Penalties.*** – The following penalties shall be imposed on any food business operator or person found to have violated any provision of this Act:

(a) *First Violation.*

(1) For micro and small enterprises, the DTI, the concerned LGU, and/or other relevant government agencies shall issue a written warning and require immediate corrective action as provided for in Sections 6, 7, and 9 of this Act, subject to verification. No monetary fine shall be imposed at this stage.

(2) For medium- or large-sized enterprises, the FDA, DTI, or LGU may issue a written warning for a first minor violation, provided the enterprise takes immediate corrective action by implementing an FOP Warning Label within the prescribed period. However, if the violation is found to be willful, repeated, or poses a significant public health risk, an administrative fine of not less than Fifty Thousand Pesos (P50,000) shall be imposed, without prejudice to further sanctions under this Act.

(b) *Second Violation.*

(1) For micro and small enterprises, an administrative fine of up to P50,000 and required corrective action shall be imposed.

(2) For medium and large enterprises, or repeat offenders with willful noncompliance, imprisonment of one (1) to ten (10) years, or a fine of P500,000 to P5,000,000, at the discretion of the court; and an additional fine of

P1,000 or 1% of the value of the product per day of continued violation, whichever is higher.

(c) *Third and Subsequent Violations.*

(1) For micro and small enterprises, a fine of up to P100,000 or closure of business, subject to due process, shall be imposed.

(2) For medium and large enterprises, or repeat offenders with willful non-compliance, in addition to the above, the FDA, DTI, or concerned LGU may impose enhanced sanctions, including but not limited to permanent business closure, cancellation of licenses or product registrations, or blacklisting from future product approvals or government procurement, subject to due process.

(d) No person shall be held administratively or criminally liable under this Section if the sale, distribution, or transfer of noncompliant products was made in good faith and with reasonable reliance on a written guarantee from the supplier or manufacturer that the product complied with the labeling requirements of this Act.

(e) If a corporation or other juridical entity commits the offense, the responsible officer, such as the President, General Manager, or Director, shall be held liable.

(f) If committed by a foreign national, deportation shall be ordered upon completion of the sentence, without further proceedings.

(g) Nothing in this Section shall preclude the Food and Drug Administration from exercising its regulatory powers under Republic Act No. 3720, as amended by Republic Act No. 9711 and Republic Act No. 10611.

Any future amendments to the laws above shall apply accordingly.

**SEC. 21. *Other Penalties.*** – In addition to the penalties under Sections 6, 7, and 9, the following may be imposed:

(a) Noncompliant products may be seized, recalled, or disposed of. Costs shall be charged to the violator.

(b) Business permits, licenses, or product registrations may be suspended or revoked after due process if violations are repeated, willful, or harmful to public health.

(c) The names of violators and details of the offense may be published by the FDA, DTI, or LGU to protect public interest.

(d) Violators may be required to issue corrective advertisements, withdraw products, or issue public notices.

(e) All sanctions shall be proportionate and comply with due process, taking into account the size of the business, the gravity of the violation, and the willingness to comply.

#### **ARTICLE IV. CONSUMER EDUCATION AND PUBLIC AWARENESS**

##### ***SEC. 22. Strengthening Curriculum-Based Education on Warning Labels.***

- The DepEd, in coordination with DOH, NNC, shall enhance the existing K to 12 curriculum by integrating instruction on the identification, interpretation, and health implications of FOP warning labels. This shall be implemented, in particular, in Physical Education and Health subjects, and shall be age-appropriate, science-based, and consistent with the objectives of this Act.

***SEC. 23. Regulation of Labeled Products in School Settings.*** - All public and private schools shall ensure that food and beverage products bearing FOP warning labels are appropriately regulated within their premises. The sale, marketing, and distribution of such products in school canteens, feeding programs, and school-sanctioned events shall be limited and accompanied by clear signage or advisories visible to students. DepEd regulations shall guide school administrators issued pursuant to this Act to promote healthier food environments while allowing informed choice.

***SEC. 24. Institutional Public Awareness Campaigns.*** - The DOH, through its HPB, in partnership with DepEd, NNC, and LGUs, shall conduct sustained public education campaigns on the purpose and significance of FOP warning labels. These campaigns shall be targeted at children, parents, teachers, and guardians through schools, barangay health centers, mass media, and digital platforms.

#### **ARTICLE V. FINAL PROVISIONS**

**SEC. 25. *Implementing Rules and Regulations (“IRR”).*** – Within sixty (60) days from the effectivity of this Act, the DOH, through the HPB, in coordination with the FDA, and consultation with the DTI, DepEd, NNC, and relevant stakeholders, shall promulgate the rules and regulations necessary for the implementation of this Act.

The DOH, in coordination with other relevant stakeholders, shall submit an annual report to Congress on the implementation of this Act, including enforcement actions, public awareness levels, and its impact on children’s food choices.

The IRR shall include provisions on:

- (a) Nutrient thresholds and technical standards for FOP warning labels, based on WHO and Codex Alimentarius guidelines;
- (b) Design, language, size, and placement requirements for FOP labels, including their application in advertising and promotional materials;
- (c) Criteria for identifying misleading packaging and marketing, especially those targeting children;
- (d) Compliance procedures, including product registration, enforcement, monitoring, and grievance mechanisms;
- (e) Guidelines for regulating marketing directed at children, including school-based restrictions and platform-specific requirements;
- (f) Support mechanisms for MSMEs, including phased compliance and technical assistance.

**SEC. 26. *Appropriations.*** – The amount necessary for the initial implementation of this Act shall be charged against the current appropriations of the concerned implementing agencies. Thereafter, any sums necessary for its continued implementation shall be included in the annual General Appropriations Act.

**SEC. 27. *Conflict of Interest.*** – Pursuant to the objective of this Act to advance public health, all actions related to its implementation, enforcement, and policy development shall ensure multi-sectoral coordination while preventing undue influence from commercial interests. Individuals affiliated with, employed by, or receiving any form of support from the food and beverage industry shall

be disqualified from participating in regulatory, advisory, or enforcement functions under this Act. Actual or potential conflicts of interest must be fully disclosed; failure to do so shall be grounds for removal or other administrative sanctions.

**SEC. 28. *Separability Clause.*** - If any provision of this Act is declared unconstitutional or invalid, the remaining provisions not affected thereby shall continue to be in full force and effect.

**SEC. 29. *Repealing Clause.*** - All laws, decrees, executive orders, rules, and regulations, issued or parts thereof, inconsistent with this Act are hereby repealed or modified accordingly.

**SEC. 30. *Effectivity.*** - This Act shall take effect fifteen (15) days after publication in the Official Gazette or two (2) newspapers of general circulation.

Approved,