



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF HEALTH
Office of the Secretary
M a n i l a

July 31, 1996

ADMINISTRATIVE ORDER
NO. 28 s. 1996

SUBJECT : STANDARD MINIMUM ADVERTISING MESSAGE FOR ANTI-DIARRHEAL PREPARATIONS OF DRUG PRODUCTS

After coordination with the affected drug establishments on April 16, 1996 and July 8, 1996 in line with the Department of Health's (DOH) promotion of Oral Rehydration Therapy and in the interest of public health and safety, the DOH hereby requires the following minimum advertising messages for anti-diarrheal preparations of drugs products:

A. For all anti-diarrheal product without pediatric form or preparation, the minimum advertising messages shall be –

1. The generic name; the brand name;
2. "Oral rehydration therapy is the primary treatment of diarrhea"
3. For all anti-diarrheal products with pediatric form or preparations, regardless of whether or not the advertisement is intended only for the form or preparation for adults, the minimum advertising message shall be
 1. The generic name, brand name "is not intended for use of children below 3 years old."
 2. "Oral rehydration therapy is the primary treatment of diarrhea."

The foregoing advertising messages shall be disseminated whenever the anti-diarrheal product is advertised through all forms of media beginning the 4th quarter of 1996 or October 1, 1996 and after the publication of this Order in a newspaper of general circulation.

This Order is issued by virtue of Section 4(1) of E.O. 119 dated January 30, 1987.

(Sgd.) CARMENCITA NORIEGA-REODICA, MD., MPH, CESO II
Secretary of Health

Upon the Recommendation of:

(Sgd.) QUINTIN L. KINTANAR, M.D. Ph.D., CESO I
Director