



Republic of the Philippines
Department of Health
BUREAU OF FOOD AND DRUGS
Filinvest Corporate City
Alabang, Muntinlupa City

20 November 2001

BUREAU CIRCULAR
No. 16-a s. 2001

SUBJECT: LABELING AND ADVERTISEMENT OF CIGARETTES

The Secretary of Health issued on 22 March 1993 Administrative Order No. 10 s. 1993 providing for the Rules and Regulations on Labeling and Advertisement of Cigarettes. Specifically, Section 5 thereof reads as follows:

"Section 5. The package of all cigarettes for sale of distribution within the country shall bear the statement:

**"SECRETARY OF HEALTH'S WARNING:
CIGARETTE SMOKING IS DANGEROUS TO YOUR HEALTH"**

- a) The warning statement shall be located on the lower portion of the front and back of the principal display panel of the cigarette pack.
- b) The warning statement shall be of black color in type-size letters of bold Helvetica, not less than 3mm. On the standard size cigarette packs of about 10cm. In length, and shall be enclosed by an outlined box of the same black color on a rectangular white background not less than 25% of the area of the front and back principal display panels.

An illustration of this requirement is hereto attached as "Appendix A".

- c) The Filipino equivalent of the warning statement may be used, which shall read:

**"BABALA NG KALIHIM NG KALUSUGAN:
ANG PANINIGARILYO AY MAPANGANIB SA KALUSUGAN."**

- d) The word "package" referred to here shall include the primary cigarette pack, the carton containing the packs (ream), the boxes containing the cartons as well as equivalent containers for cigars.
- e) Prototype labels containing the above warning shall be submitted to BFAD for approval prior to final printing."

The Supreme Court on 20 June 2001 ruled with finality the Court of Appeals' decision dated 10 February 2000 modifying the statement and its Filipino equivalent:

- to -

"Warning: Cigarette Smoking Is Dangerous To Your Health"

As to the other provisions of Section 5 (a) of AO 10 s. 1993 requiring the warning statement to be printed on the lower portion of the front and back of the principal display panel of the cigarette pack the Court of Appeals declared the same to be valid.

WHEREFORE, except as modified as to the phraseology of the Warning Statement, all concerned are advised and directed to immediately comply with the provision of AO 10 s. 1993.

This circular shall take effect immediately.

(Sgd) WILLIAM D. TORRES, Ph.D.
Director