

**[DOH ADMINISTRATIVE ORDER NO. 24, s. 2003,
February 28, 2003]**

**GUIDELINES ON LABELING AND ADVERTISEMENTS OF
CIGARETTES**

Administrative Order No. 10, s. 1993 dated March 22, 1993 provides for the Rules and Regulations on Labeling and Advertisement of Cigarettes. As stated in Administrative Order No. 56, s. 2001 dated 24 October 2001, the Supreme Court on 20 June 2001 ruled with finality the Court of Appeals' decision dated 10 February 2000 modifying the warning statement and its Filipino equivalent stated in Section 5 of A.O. No. 10, s. 1993. Pertinent provisions on labeling and advertisements are hereby stated, to wit:

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

"WARNING: CIGARETTE SMOKING IS DANGEROUS TO 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 3 mm. On the standard size cigarette packs of about 10 cm. 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.
- c. The Filipino equivalent of the warning statement may be used, which shall read:

**"BABALA: 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 the Bureau of Food and Drugs for approval prior to final printing.

Section 6. Any advertisement of cigarette shall contain the warning statement indicated in the label.

- a. In advertisement through television, the warning statement shall appear and be voiced over in the same prominence and volume as the brand name at the end of the advertisement and shall be printed at the upper 25% portion of the advertisement, preferably by character generated running subtitle. The warning statement shall not be accompanied by music or any background sound.