

**[BFAD BUREAU CIRCULAR NO. 10. S. 1997,
August 21, 1997]**

**CALENDARS/POSTERS AND OTHER FORMS OF ADVERTISEMENT
USING PICTURE OF WOMEN THAT ARE PERCEIVED AS VULGAR
AND OBSCENE**

Our attention has been called by certain sectors about calendars, posters and/or other forms of advertising materials using pictures of women and/or pictures that are viewed as obscene and vulgar. We have consulted the Advertising Board of the Phil. and we have secured from them a copy of the guidelines in interpreting the rules on the matter.

We have attached a copy of such guidelines in this circular.

You are furnished with a copy of these guidelines for you to ensure that no advertising material or any mode of selling your products through the different media should use vulgar and obscene representation especially including women.

In the interest of consumer welfare, we ask for your cooperation.

Adopted: 21 August 1997

(SGD.) QUINTIN L. KINTANAR, M.D., PH.D., CESO I
Director

"ATTACHMENT"

ARTICLE IV

Advertising Code of Ethics

SECTION 1. PRESENTATION

1. Claims of product and service properties or characteristics should be clearly presented and should not, in the guise of creativity, be confusingly or misleadingly distorted or exaggerated in the light of the product's or service's market.
2. To safeguard the integrity of advertising materials, advertisements should not substantially or materially have the same distinguishing features unique to another advertisement, regardless of product or service category, including general layout, copy, slogan, visual presentation, music or sound effects.
3. An advertisement should avoid any possible confusion as to the identity of the advertiser or the source or identity of a product or service.