



Republic of the Philippines
Department of Health
OFFICE OF THE SECRETARY

OCT 27 2014

ADMINISTRATIVE ORDER
No. 2014- 0037

SUBJECT: Templates and Guidelines on the Use of Templates of Graphic Health Warnings Pursuant To Republic Act No. 10643 ("An Act to Effectively Instill Health Consciousness Through Graphic Health Warnings on Tobacco Products")

I. BACKGROUND/ RATIONALE

Pursuant to Article II, Section 15 of the 1987 Philippine Constitution, the State shall protect and promote the right to health of the people and instill health consciousness among them.

There is unequivocal scientific evidence establishing that death, disease, and disability result from tobacco consumption and exposure to tobacco smoke. In the Philippines, at least 240 Filipinos die everyday, or approximately 87,000 per year, from tobacco-related diseases. Tobacco products and emissions contain numerous toxic compounds and over seventy carcinogens, including carbon monoxide, arsenic, benzene, butane, formaldehyde, lead, toluene, and nicotine, among others.

On 4 September 2005, following its ratification through the concurrence of the Senate of the Philippines, the World Health Organization's Framework Convention on Tobacco Control (WHO FCTC) entered into force in the country and since then, has formed part of the law of the land, in accordance with Section 21, Article VII of the 1987 Constitution.

The State accepts that, as a State-Party to the WHO FCTC, a treaty that reaffirms the right of all people to the highest standards of health, the Philippines is obliged to inform every person of the health consequences of tobacco consumption and exposure to tobacco smoke; to enact effective measures to curb and reduce tobacco use, especially among the youth; and to protect public health policy from the commercial and vested interests of the tobacco industry.

The State is cognizant of the Philippines' duty under Article 11 of the FCTC, which is to adopt and implement by September 2008 effective health warnings on tobacco products that should describe the harmful effects of tobacco use.

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Republic Act (RA) No. 10643, otherwise known as "The Graphic Health Warnings Law" (RA 10643), requires graphic health warnings on cigarette packages and other tobacco product packages one (1) year after the issuance of the templates by the Department of Health (hereafter, the "Department") pursuant to: (a) the State's policy to protect and promote the right to health of the people and instill health consciousness among them; and (b) the State's obligations as a party to the WHO FCTC.

II. OBJECTIVES

Pursuant to Section 15 of Republic Act No. 10643, otherwise known as "The Graphic Health Warnings Law," this Order shall contain the Templates and Guidelines on the use of templates of Graphic Health Warnings.

III. SCOPE OR COVERAGE

This Order shall apply to all manufacturers, importers and distributors of tobacco products that are introduced in the Philippine market.

IV. DEFINITION OF TERMS

- a. "Insert" means any communication inside an individual package and/or carton purchased at either wholesale or retail by consumers, such as a leaflet or brochure.
- b. "Graphic Health Warnings" refer to the photographic image printed on the tobacco product package that accurately depicts the hazards of tobacco use and is accompanied by textual warning related to the picture.
- c. "Mastercase" means any box, container, or packaging of any form that is commonly used to store or contain cartons, reams or any other tobacco product packaging used for shipping or transport.
- d. "Onsert" means any communication affixed to the outside of an individual package and/or carton purchased at either wholesale or retail by consumers, such as a brochure beneath the outer cellophane wrapping or glued to the outside of the cigarette package.
- e. "Principal Display Surface" means:
 - (1) In the case of a package and carton that has at least two (2) equal-sized sides or surfaces, other than the top and bottom, that may be displayed or visible under normal or customary conditions of sale or use, the areas of each of the two (2) largest surfaces;
 - (2) In the case of a spherical, cylindrical or conical container of tobacco products, the two (2) largest surfaces that are predominantly displayed; and

Walter W. Soraya
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- (3) In the case of a package and carton that do not have a particular side or surface that is predominantly displayed or visible under normal or customary conditions of sale or use or those that are not described under Paragraphs c(1) and c(2) of this Section, fifty percent (50%) of the three (3) dominant sides or the total surface thereof, whichever is bigger, which will ensure that the Graphic Health Warnings are visibly shown.
- f. "Side Panel" refers to the surface of the pack that is deemed the largest surface available beyond the principal display areas where graphic health warnings must appear.
- g. "Tobacco Product Package" means the packet and package of tobacco products and any outside packaging and labelling of tobacco products for sale and distribution in the domestic market, importation, trade, exchange, or for exhibition, such as, but not limited to, packs, tins, boxes, pouches, flip-tops, slide and shell packages, cartons, packages containing one (1) product unit, or other containers of tobacco products containing the logo or trademark of the tobacco companies, primarily intended for consumers or for retail sale.
- h. "Tobacco Products" means products entirely or partly made of leaf tobacco as raw material, which are manufactured to be used for smoking, sucking, chewing or snuffing, or by any other means of consumption.

V. TEMPLATES

The twelve (12) templates of Graphic Health Warning specified under Annex "A" of this Order shall be used in cigarette packages and other tobacco product packages.

These 12 templates shall be printed simultaneously and these shall be rotated periodically for each brand family and also for each variant, so that every twenty-four (24) months, the variations of the warnings shall appear in the market with approximately equal frequency and equal display of health warnings and messages on retail packages.

VI. GUIDELINES

The Graphic Health Warnings shall be printed in accordance with the technical standards of presentation in the templates and the guidelines set forth in this Order and its Annexes.

1. Size

The Graphic Health Warnings shall be printed on fifty percent (50%) of the principal display surfaces of any tobacco product package, including package inserts and onserts; it shall occupy fifty percent (50%) of the front and fifty percent (50%) of the back panel of the packaging. The printing of the Graphic Health Warnings shall be done without the use of any border, frame or any other design that will effectively lessen the size of the warning.

Walter W
SMJ

2. Position

The Graphic Health Warnings shall be located at the lower portions of the panels or principal display areas.

3. Inserts, Onserts, and Any Outside Packaging and Labelling

The Graphic Health Warnings shall be printed on fifty percent (50%) of the principal display surfaces of any tobacco product package, including package inserts, onserts, and any outside packaging and labeling.

4. Wrappers or Sleeves

No part of the warning shall be obliterated, obscured, folded, severed or become unreadable when a wrapper or sleeve on the package is removed. Nothing shall be printed or applied on a location where it is likely to obscure or cover in part or in whole the Graphic Health Warnings.

5. Visibility

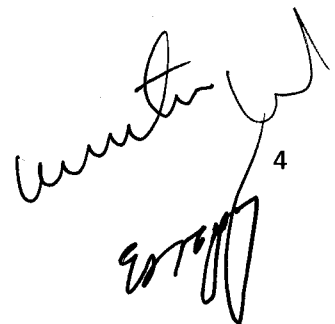
The printing of the Graphic Health Warning shall be done without the use of any design that will effectively lessen the size of the warning or reduce its clarity and vividness. To preserve the appearance and integrity of the Graphic Health Warnings, tobacco product packaging and labelling shall not include any features designed to modify the warnings, including, but not limited to heat activated inks, inks or embellishments designed to appear gradually over time, or inks that appear fluorescent in certain light.

6. Color and Printing Quality

6.1 The Graphic Health Warnings shall be printed in four colors /-cmyk-/ screen 133 lines per inch based on a source file of 300 dpi.

6.2 The printing of the Graphic Health Warnings shall be done using current available technology for purposes of providing vivid and realistic pictures. The primary consideration in determining the printing quality should be the overall effect on the tobacco packaging, i.e., the Graphic Health Warnings should be as clear, vivid and vibrant as the rest of the tobacco packaging. Any ink used in the printing of the Graphic Health Warnings shall be of such a quality that will not fade, bleed, or modify the appearance of the warning over time.

6.3 The Graphic Health Warnings shall be printed or inscribed on the package in a color which contrasts conspicuously with the background of the package or its labels, as provided by these guidelines and templates.



Handwritten signature and initials, possibly "W. W. W." and "90707", with a small number "4" written below the signature.

6.4 The Graphic Health Warnings shall be reproduced in the same quality, color and proportion as provided by the Department in the templates or in the digital form, whichever is clearer and more vivid, without modification.

6.5 The composite images of the Graphic Health Warnings shall be contained in a digital storage device and/or an electronic repository that shall be maintained by the Department and which shall be available to public upon request.

7. Language

The text warning accompanying the photographic image shall be printed in Filipino on the front panel and English on the back panel. In the case of other containers where there is only one (1) external surface area, the accompanying text shall be printed alternately in English or Filipino.

8. Mastercases

All mastercases that contain the logo or trademark of tobacco brands shall contain the textual health warning "SMOKING KILLS," which shall be printed in the same single color and in bold print as the trademark logo. The textual health warnings shall be of equal prominence and visibility as the logo or trademark of tobacco companies. Such textual warnings on the mastercase shall occupy at least fifty percent (50%) of each principal display panel of the mastercase.

9. Side panel

Tobacco product packages found in the market, shall bear, on one (1) side panel, additional health warnings, hotlines and/or websites for tobacco-related concerns, or tips on how to stop smoking, which shall be prominently displayed without the use of any border, frame or any other design that will effectively lessen the size of the textual warning, in accordance with the templates provided. Such information shall occupy thirty percent (30%) of the display surface of one side panel

10. Misleading Descriptors

One year after the issuance of templates, no cigarette packs or other tobacco product packages shall bear any number or descriptor such as low tar, light, ultra-light, or mild, extra, ultra, and similar terms in any language that claims or misleads a consumer to believe that a tobacco product or variant is healthier, safer, or less harmful. The Department shall not approve any proposal, proof or other submission of Graphic Health Warnings that is affixed to a tobacco product package that bears any such number or descriptor.

W. M. ...
[Signature]
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VII. NEW TEMPLATES

The Department of Health shall issue new templates every two (2) years from issuance of this Order to be used by all manufacturers, importers and distributors of tobacco products that are introduced in the Philippine market. Unless new templates are released by the Department of Health, the templates specified under Annex "A" hereof shall continue to be used by all covered manufacturers, importers and distributors.

The guidelines specified in this Order shall also govern any new templates to be issued by the Department of Health.

VIII. REPEALING CLAUSE

All Administrative Orders, Circulars, Memoranda or parts thereof inconsistent with this Administrative Order are hereby repealed or modified accordingly.



IX. SEPARABILITY CLAUSE

In case any provision of this Administrative Order is declared contrary to law or unconstitutional, other provisions that are not affected thereby shall remain in force and effect.

X. EFFECTIVITY

This Administrative Order shall be published in a newspaper of general circulation and shall take effect immediately.


ENRIQUETA OÑA, MD
Secretary of Health


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Graphic Health Templates

Department of Health Philippines

Annex A

Graphic Health Warning Templates for Light Colored Packaging

Color Specifications CMYK

Black - 65-68-67-90

Yellow - 0-0-100-0

for Light Colored Packaging Use

A and B - use for Vertical packages with Light Color
C and D - use for Horizontal packages with Light Color

Template 1 - Mababang Timbang ng Sanggol

A

Ang paninigarilyo habang buntis ay sanhi ng
**MABABANG TIMBANG
NG SANGGOL**



B

Smoking during pregnancy causes
**LOW BIRTH WEIGHT
IN INFANTS**



C



Ang paninigarilyo
habang buntis
ay sanhi ng
**MABABANG
TIMBANG NG
SANGGOL**

D



Smoking during
pregnancy causes
**LOW BIRTH
WEIGHT
IN INFANTS**

Template 2 - Stroke

A

Ang paninigarilyo ay sanhi ng
STROKE



B

Smoking causes
STROKE



C



Ang
paninigarilyo
ay sanhi ng
STROKE

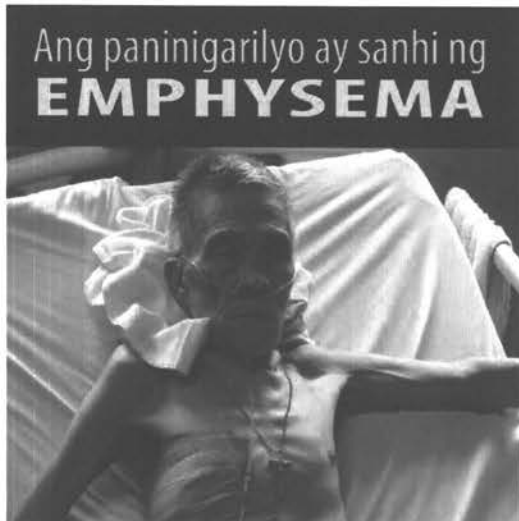
D



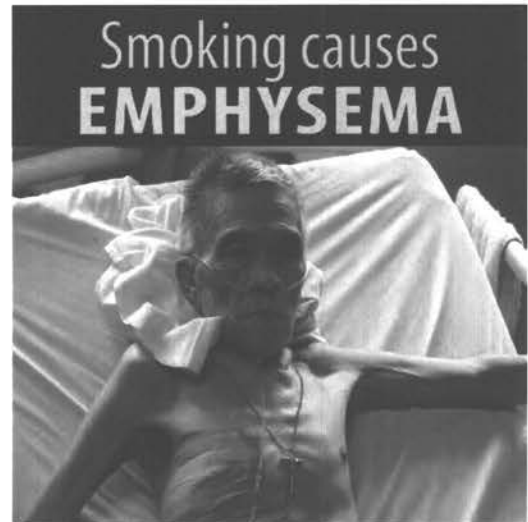
Smoking
causes
STROKE

Template 3- Emphysema

A



B



C



D



Template 4- Gangrene

A

Ang paninigarilyo ay sanhi ng
GANGRENE



B

Smoking causes
GANGRENE



C



Ang
paninigarilyo
ay sanhi ng
GANGRENE

D



Smoking
causes
GANGRENE

Template - 5 Gangrene

A

Ang paninigarilyo ay sanhi ng
GANGRENE



B

Smoking causes
GANGRENE



C

Ang
paninigarilyo
ay sanhi ng
GANGRENE



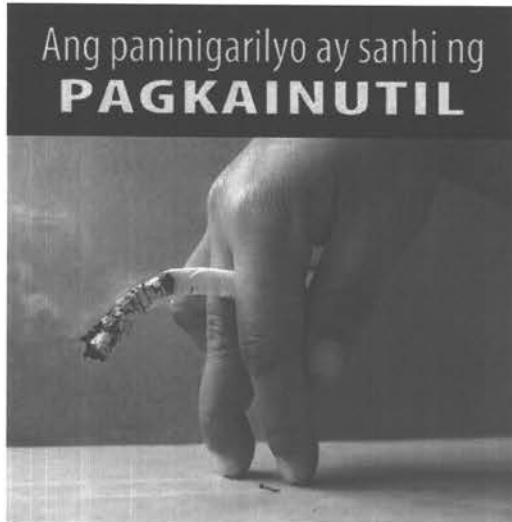
D

Smoking
causes
GANGRENE

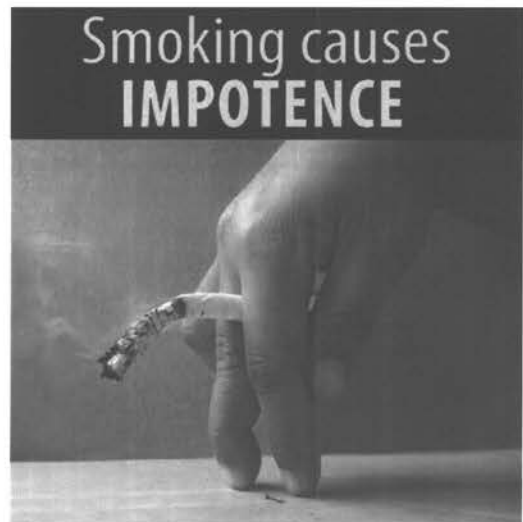


Template 6 - Pagkainutil

A



B



C



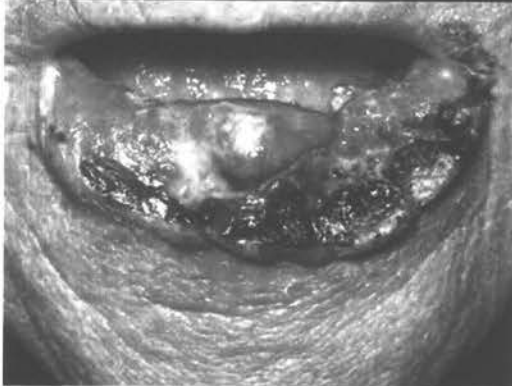
D



Template 7 - Kanser sa Bibig

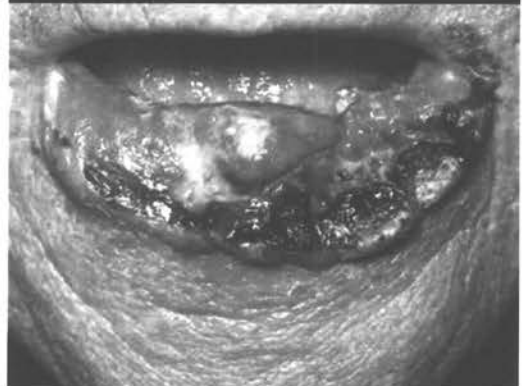
A

Ang paninigarilyo ay sanhi ng
KANSER SA BIBIG

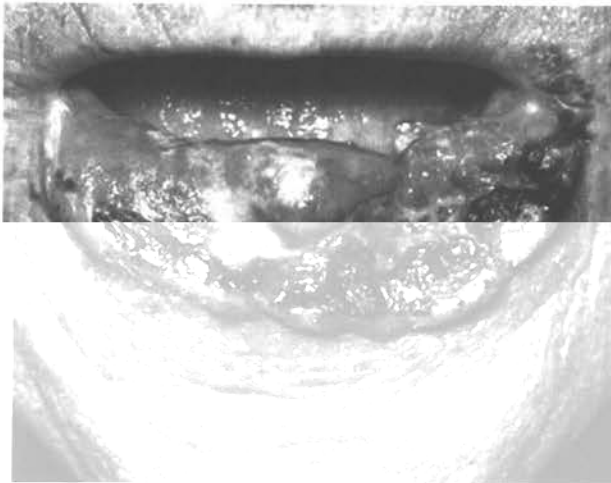


B

Smoking causes
MOUTH CANCER

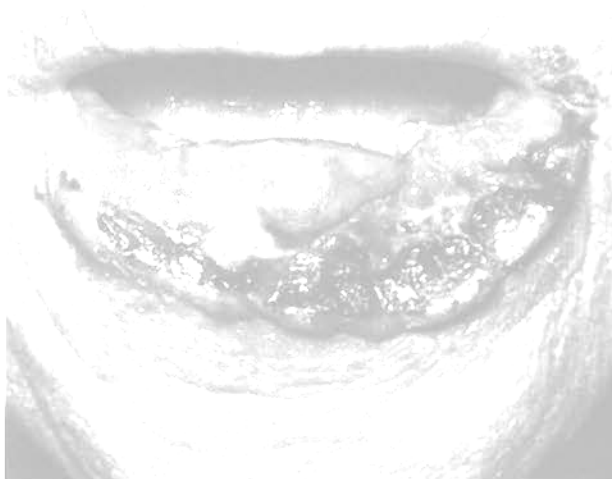


C



Ang
paninigarilyo
ay sanhi ng
**KANSER SA
BIBIG**

D



Smoking
causes
**MOUTH
CANCER**

Template 8 - Kanser sa Bibig

A

Ang paninigarilyo ay sanhi ng
KANSER SA BIBIG



B

Smoking causes
MOUTH CANCER



C



Ang
paninigarilyo
ay sanhi ng
**KANSER SA
BIBIG**

D



Smoking
causes
**MOUTH
CANCER**

Template 9 - Kanser sa Lalamunan

A

Ang paninigarilyo ay sanhi ng
KANSER SA LALAMUNAN



B

Smoking causes
THROAT CANCER



C



Ang paninigarilyo
ay sanhi ng
**KANSER SA
LALAMUNAN**

D



Smoking
causes
**THROAT
CANCER**

Template 10 - Kanser sa Lalamunan

A

Ang paninigarilyo ay sanhi ng
KANSER SA LALAMUNAN



B

Smoking causes
THROAT CANCER



C



Ang paninigarilyo
ay sanhi ng
**KANSER SA
LALAMUNAN**

D



Smoking
causes
**THROAT
CANCER**

Template 11 - Kanser sa Leeg

A

Ang paninigarilyo ay sanhi ng
KANSER SA LEEG



B

Smoking causes
NECK CANCER



C



Ang
paninigarilyo
ay sanhi ng
**KANSER SA
LEEG**

D



Smoking
causes
**NECK
CANCER**

Template 12 - Premature Birth

A

PANINIGARILYO + MAGULANG =
PREMATURE BIRTH



B

Smoking causes
PREMATURE BIRTH



C



PANINIGARILYO +
MAGULANG
=
**PREMATURE
BIRTH**

D



Smoking
causes
**PREMATURE
BIRTH**

Graphic Health Warning Templates for Dark Colored Packaging

Color Specifications CMYK

Black - 65-68-67-90

Yellow - 0-0-100-0

for Dark Colored Packaging Use

A and B - use for Vertical packages with Dark Color

C and D - use for Horizontal packages with Dark Color

Template 1 - Mababang Timbang ng Sanggol

A

Ang paninigarilyo habang buntis ay sanhi ng
**MABABANG TIMBANG
NG SANGGOL**



B

Smoking during pregnancy causes
**LOW BIRTH WEIGHT
IN INFANTS**



C



Ang paninigarilyo
habang buntis
ay sanhi ng
**MABABANG
TIMBANG NG
SANGGOL**

D



Smoking during
pregnancy causes
**LOW BIRTH
WEIGHT
IN INFANTS**

Template 2 - Stroke

A

Ang paninigarilyo ay sanhi ng
STROKE



B

Smoking causes
STROKE.



C



Ang
paninigarilyo
ay sanhi ng
STROKE

D



Smoking
causes
STROKE

Template 3- Emphysema

A

Ang paninigarilyo ay sanhi ng
EMPHYSEMA



B

Smoking causes
EMPHYSEMA



C



Ang
paninigarilyo
ay sanhi ng
EMPHYSEMA

D



Smoking
causes
EMPHYSEMA

Template 4 - Gangrene

A

Ang paninigarilyo ay sanhi ng
GANGRENE



B

Smoking causes
GANGRENE



C



Ang
paninigarilyo
ay sanhi ng
GANGRENE

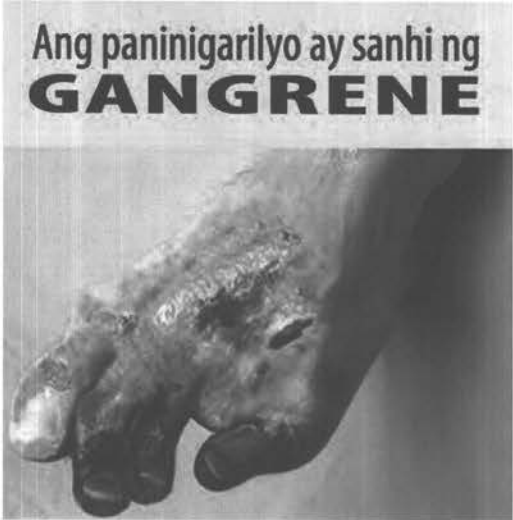
D



Smoking
causes
GANGRENE

Template - 5 Gangrene

A



B



C



D



Template 6 - Pagkainutil

A

Ang paninigarilyo ay sanhi ng
PAGKAINUTIL



B

Smoking causes
IMPOTENCE



C

Ang
paninigarilyo
ay sanhi ng
PAGKAINUTIL



D

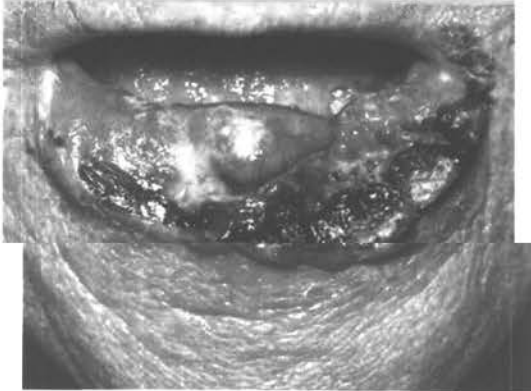
Smoking
causes
IMPOTENCE



Template 7 - Kanser sa Bibig

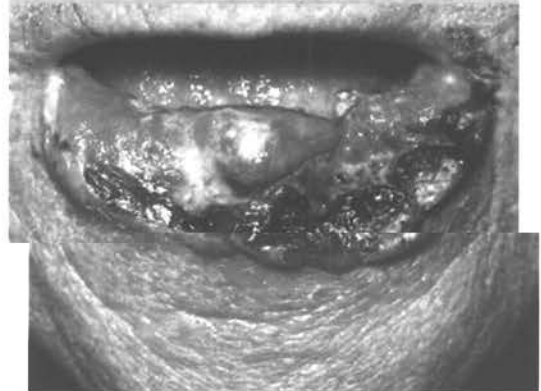
A

Ang paninigarilyo ay sanhi ng
KANSER SA BIBIG



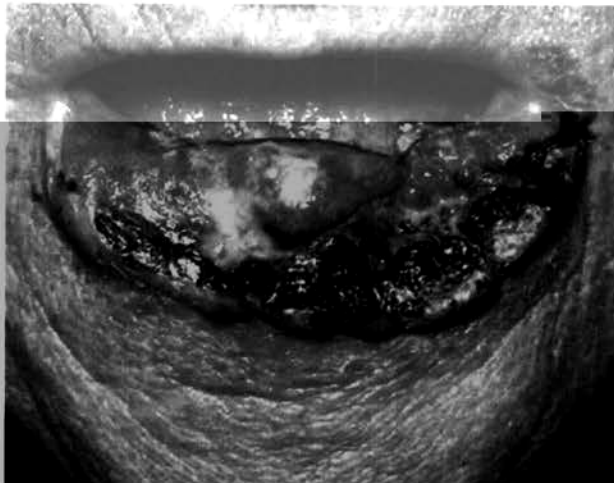
B

Smoking causes
MOUTH CANCER



C

Ang
paninigarilyo
ay sanhi ng
**KANSER SA
BIBIG**



D

Smoking
causes
**MOUTH
CANCER**



Template 8 - Kanser sa Bibig

A

Ang paninigarilyo ay sanhi ng
KANSER SA BIBIG



B

Smoking causes
MOUTH CANCER



C



Ang
paninigarilyo
ay sanhi ng
**KANSER SA
BIBIG**

D



Smoking
causes
**MOUTH
CANCER**

Template 9 - Kanser sa Lalamunan

A

Ang paninigarilyo ay sanhi ng
KANSER SA LALAMUNAN



B

Smoking causes
THROAT CANCER



C



Ang paninigarilyo
ay sanhi ng
**KANSER SA
LALAMUNAN**

D



Smoking
causes
**THROAT
CANCER**

Template 10 - Kanser sa Lalamunan

A

Ang paninigarilyo ay sanhi ng
KANSER SA LALAMUNAN

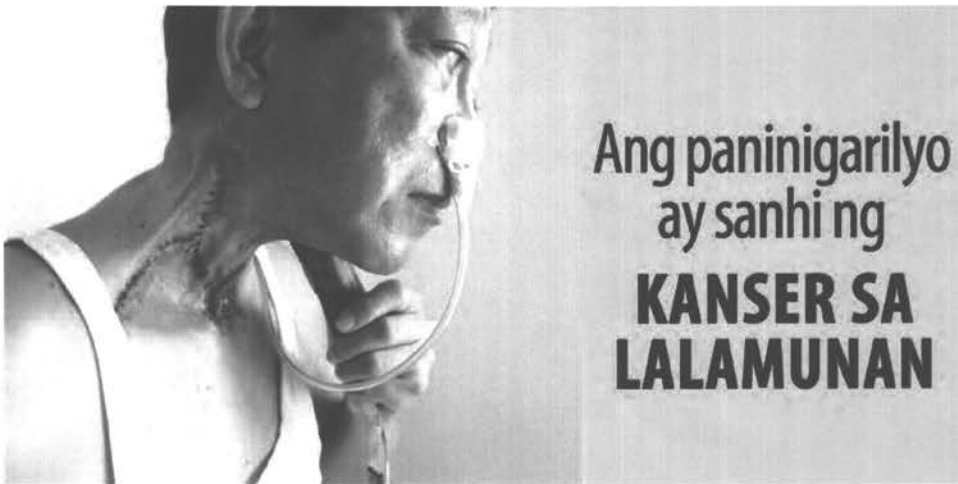


B

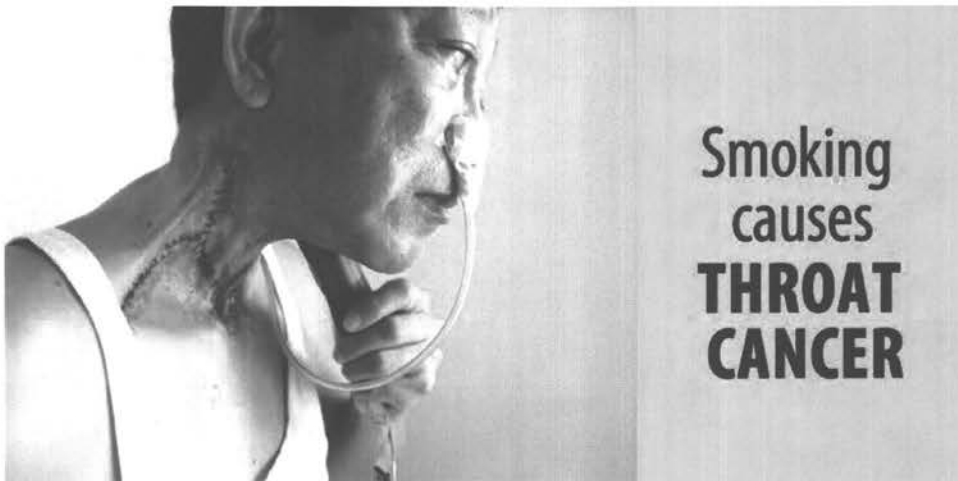
Smoking causes
THROAT CANCER



C



D



Template 11 - Kanser sa Leeg

A

Ang paninigarilyo ay sanhi ng
KANSER SA LEEG



B

Smoking causes
NECK CANCER



C

Ang
paninigarilyo
ay sanhi ng
**KANSER SA
LEEG**



D

Smoking
causes
**NECK
CANCER**



Template 12 - Premature Birth

A

**PANINIGARILYO + MAGULANG =
PREMATURE BIRTH**



B

**Smoking causes
PREMATURE BIRTH**



C



**PANINIGARILYO +
MAGULANG
=
PREMATURE
BIRTH**

D



**Smoking
causes
PREMATURE
BIRTH**

Graphic Health Warning Templates

Side Panels

Color Specifications CMYK

Black - 65-68-67-90

Yellow - 0-0-100-0

for Side Panel Use

A - use for packages with Dark Color

B - use for packages with Light Color

Ang usok ng sigarilyo ay mayroong: Ammonia Panlinis ng kubeta

A

ANG USOK NG SIGARILYO
AY MAYROONG:
AMMONIA
PANLINIS NG KUBETA

B

ANG USOK NG SIGARILYO
AY MAYROONG:
AMMONIA
PANLINIS NG KUBETA

Ang usok ng sigarilyo ay mayroong: Butane nasa Lighter

A

ANG USOK NG SIGARILYO
AY MAYROONG:
BUTANE
NASA LIGHTER FLUID

B

ANG USOK NG SIGARILYO
AY MAYROONG:
BUTANE
NASA LIGHTER FLUID

Ang usok ng sigarilyo ay mayroong: Cyanide nasa chemical weapon

A

**ANG USOK NG SIGARILYO
AY MAYROONG:
CYANIDE
NASA CHEMICAL WEAPONS**

B

**ANG USOK NG SIGARILYO
AY MAYROONG:
CYANIDE
NASA CHEMICAL WEAPONS**

Ang usok ng sigarilyo ay mayroong: Formalin pang embalsamo

A

**ANG USOK NG SIGARILYO
AY MAYROONG:
FORMALIN
PANG EMBALSAMO**

B

**ANG USOK NG SIGARILYO
AY MAYROONG:
FORMALIN
PANG EMBALSAMO**

Quit Smoking: www.beat-tobacco.ph

A



B



Beat Tobacco Website: www.beat-tobacco.ph

A



B

