



Republic of the Philippines
Department of Health
OFFICE OF THE SECRETARY

AUG 23 2017


ADMINISTRATIVE ORDER

No. 2014- 0037-B

SUBJECT: Further Amendment to Administrative Order No. 2014-0037 on 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") dated October 27, 2014

Annex A of Administrative Order No. 2014-0037 on Templates and Guidelines on the Use of Templates of Graphic Health Warnings Pursuant to Republic Act no. ¹⁰⁶⁴³~~10645~~ ("An Act to Effectively Instill Health Consciousness through Graphic Health Warnings on Tobacco Products") is hereby amended as per attached new templates.

Other provisions still stand in effect.


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Secretary of Health

Annex A

Graphic Health Warning Templates

Department of Health

Color Specification CMYK

Black -65-68-67-90

Yellow-0-0-100-0

A and B – use for Vertical packages
C and D – use for Horizontal packages

Template 1 - Gangrene

A



B



C



D



Template 2 - Gangrene

A



B



C



D

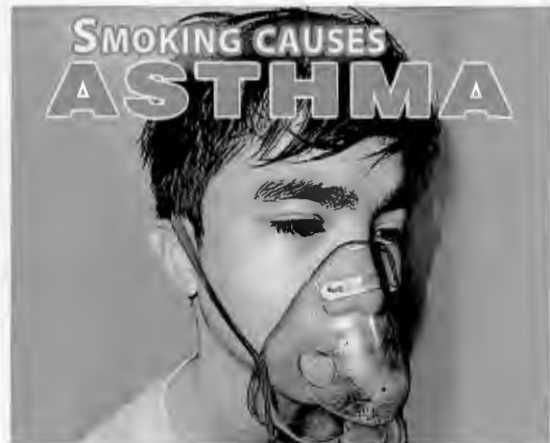


Template 3 - Asthma (Hika)

A



B



C



D

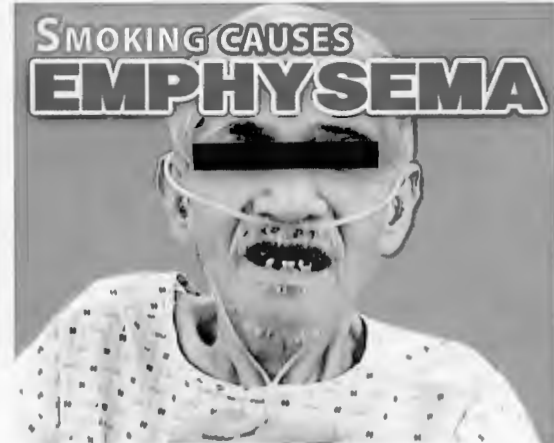


Template 4 - Emphysema

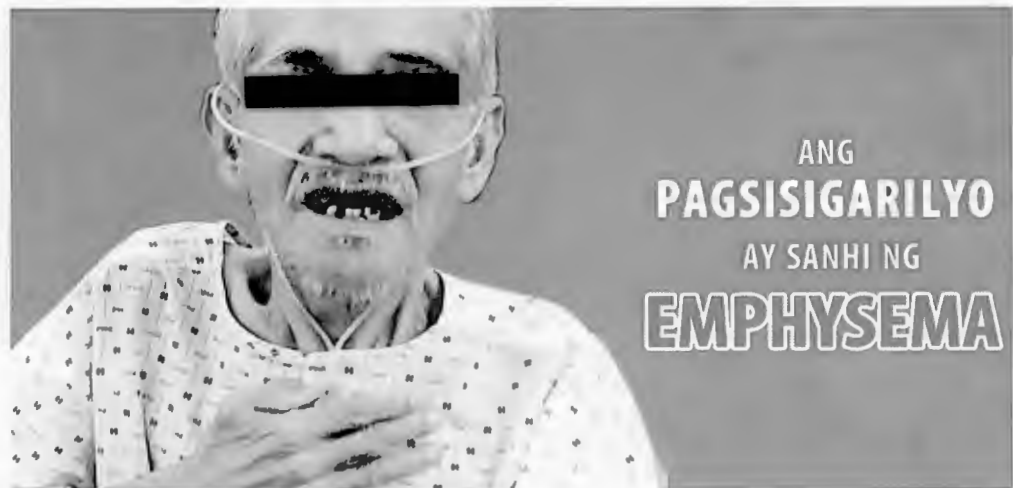
A



B



C



D

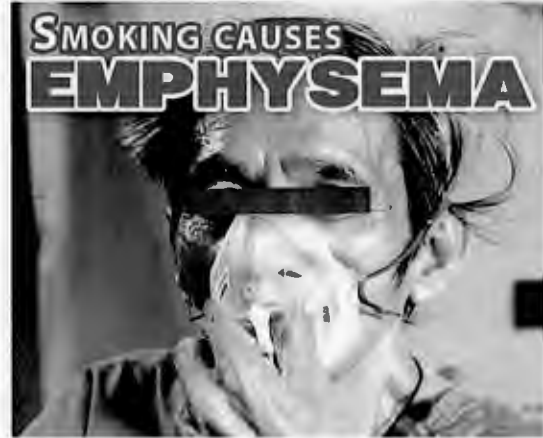


Template 5 - Emphysema

A



B



C



D



Template 6 - Mouth Cancer (Kanser sa Bibig)

A



B



C



D



Template 7 - Neck Cancer (Kanser sa Leeg)

A



B



C



D



Template 8 - Premature Birth

A



B



C



D



Template 9 - Still Birth

A



B



C



D



Template 10 - Stroke

A



B



C



D



Template 11 - Throat Cancer (Kanser sa Lalamunan)

A



B



C



D



Template 12 - Throat Cancer (Kanser sa Lalamunan)

A



B



C



D



Graphic Health Warning Templates

Side Panels

Color Specification CMYK

Black -65-68-67-90

Yellow-0-0-100-0

For Side Panel Use

Ang usok ng sigarilyo ay may Formalin (Pang-embalsamo)

**ANG USOK NG SIGARILYO
AY MAY
FORMALIN
(PANG-EMBALSAMO)**

Ang usok ng sigarilyo ay may Butane (Sangkap sa lighter fluid)

**ANG USOK NG SIGARILYO
AY MAY
BUTANE
(SANGKAP SA LIGHTER FLUID)**

Ang usok ng sigarilyo ay may Cyanide (Sangkap sa chemical weapons)

**ANG USOK NG SIGARILYO
AY MAY
CYANIDE
(SANGKAP SA CHEMICAL WEAPONS)**

Ang usok ng sigarilyo ay may Ammonia (Panlinis ng kubeta)

**ANG USOK NG SIGARILYO
AY MAY**

**AMMONIA
(PANLINIS NG KUBETA)**

Quit smoking: Call DOH Quitline - 165-364

**QUIT SMOKING:
CALL DOH QUITLINE
165-364**

Free for Metro Manila callers ONLY
(Long distance charges will apply for outside Metro Manila callers)

Quit smoking: text "STOPSMOKE" to 29290-165-364

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TEXT "STOPSMOKE"
to 29290-165-364**