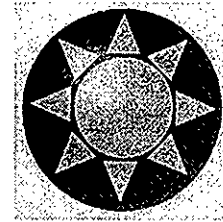




Republic of the Philippines  
Department of Health  
**OFFICE OF THE SECRETARY**  
2nd Flr., Bldg. 1, San Lazaro Compound, Rizal Avenue, Manila



7 November 2002

**DEPARTMENT CIRCULAR**

No. 264-B s. 2002

**SUBJECT: DEADLINE FOR COMPLIANCE ON THE LABELING  
AND ADVERTISEMENTS OF CIGARETTES  
MANDATED UNDER ADMINISTRATIVE ORDER NO. 10  
S. 1993**

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 "Guideline on Labeling and Advertisement of Cigarettes and Designating the Bureau of Food and Drugs as its Regulating Agency," 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 to:

**"WARNING: CIGARETTE SMOKING IS DANGEROUS TO HEALTH" or**

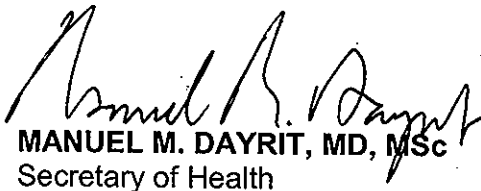
**"BABALA: ANG PANINIGARILYO AY MAPANGANIB SA KALUSUGAN"**

Wherefore, starting March 1, 2003, Administrative Order No. 56 s. 2001 and Bureau of Food and Drugs Circular No. 16-A s. 2001 dated 20 November 2001 shall be enforced without exception and all found in violation with the provisions thereof after said date will face appropriate sanctions as provided in the Republic Act No. 7394 or the Consumers Act of 1992.

All other issuances not consistent with this Department Circular are hereby rescinded.

For strict compliance.

Signed \_\_\_\_\_ DC  
Received in the Records  
Section on 11-27-02

  
**MANUEL M. DAYRIT, MD, MSc**  
Secretary of Health

*Sa Sentrong Sigla, Health ang Una*