



Republic of the Philippines  
Department of Health  
OFFICE OF THE SECRETARY

12 May 2010

ADMINISTRATIVE ORDER  
No. 2010 - 0013

ANNEX 1

Template in Implementation of Administrative Order No. 2010-0013 (Requiring Graphic Health Information on Tobacco Product Packages, Adopting Measures to Ensure that Tobacco Product Packaging and Labeling do not Promote Tobacco Products by any Means that are False, Misleading, Deceptive or Likely to Create an Erroneous Impression, and Matters Related Thereto)

Pursuant to Section V(A)(5) of Administrative Order No. 2010-0013, this template shall govern specifications regarding graphic health information, packaging and labelling of unit packets and packages of tobacco products, including package inserts and onserts, and any outside packaging and labelling of tobacco products.

1. **Size and Position of Graphic Health Information.** - The graphic health information shall occupy the upper portions of each tobacco product packet or package, including package inserts and onserts, and any outside packaging and labelling of such products for sale, distribution or importation within the country, and no less than thirty percent (30%) of the front panel and sixty percent (60%) of the back panel (or all corresponding panels of the unit packet or package if in non-standard packaging) in a manner that ensures maximum visibility.

The graphic health information shall not be obscured, covered, or undermined, in part or in whole, or obliterated or obscured when the tobacco packet or package is opened or closed.

2. **Specifications.** - The graphic health information shall conform to the following specifications:

- a. The graphic health information shall be printed in full color, with the minimum resolution of 400 dpi using at least 4-color printing.
- b. The graphic health information shall in no case measure less than 1,290 square millimeters (approximately 2 square inches) in size, with the shortest side measuring no less than 25 millimeters (approximately 1 inch), for the front panel, and no less than 2580 sq mm (approximately 2 sq inches) for the back panel, with the shortest side measuring no less than 50 millimeters (approximately 2 inches), regardless of the type of packaging and labeling for cigarettes.
- c. The statement forming part of the graphic health information shall be placed on a location where it will be prominently displayed. The statement shall use up no more than thirty percent (30%) of the entire area of the graphic health information and shall be in clearly legible type and in contrast by typograph, layout and colors. In no case shall the statement obscure the picture or pictogram.

**Variations.** - The following variations shall be strictly applied, in compliance with the provisions of Administrative Order No. 2010 - 0013.

