



Republic of the Philippines
Department of Health
OFFICE OF THE SECRETARY

OCT 26 2022

ADMINISTRATIVE ORDER

No. 2022 - 0046

SUBJECT: Guidelines on Graphic Health Warnings for Vaporized Nicotine and Non-Nicotine Products and Novel Tobacco Products Pursuant to Republic Act Nos. 11900 or "Vaporized Nicotine and Non-Nicotine Regulation Act" and 10643 or "Graphic Health Warnings Law"

I. RATIONALE

Electronic nicotine and non-nicotine delivery systems (ENDS/ENNDS), otherwise known as e-cigarettes, heated tobacco products (HTPs), and other novel tobacco products (NTPs) have emerged in the recent decades. While evidence of the potential harms caused by these products is still evolving, studies have shown that the chemicals found within these products and their emissions can still be as addictive, harmful, toxic, and cancer-causing, as those from conventional tobacco product use. Hence, these products have become a public health concern.

Republic Act (RA) No. 11900 or the "Vaporized Nicotine and Non-Nicotine Regulation Act" that regulates the importation, manufacture, sale, packaging, distribution, use, and communication of vaporized nicotine and non-nicotine products and novel tobacco products, mandated the Department of Health (DOH) to issue the templates as well as the guidelines with respect to the format, specific picture, design, and content of information relating to the GHWs that must appear on the product packaging, consistent with RA No. 10643 or the "GHW Law". This expansion in the application of GHW to ENDS/ENNDS, HTPs, and NTPs seeks to effectively inform and educate the public regarding the health risks and dangers associated with the use of these products.

II. OBJECTIVES

This Order aims to:

- A. Provide clear and concise guidelines for the proper implementation of Section 4 of RA No. 11900 on GHWs, including setting the content, placement, and use of GHWs on Vaporized Nicotine and Non-Nicotine Products and Novel Tobacco Products; and,
- B. Define the roles and responsibilities of the relevant government agencies, and stakeholders of Vaporized Nicotine and Non-Nicotine Products and Novel Tobacco Products.

III. SCOPE OF APPLICATION

This Order shall apply to all manufacturers, importers, distributors, and retailers of all vapor products, heated tobacco products, and novel tobacco products.

IV. DEFINITION OF TERMS

The following terminologies are operationally defined consistent with the definitions provided for by RA No. 10643 or "The Graphic Health Warnings Law" including its

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Implementing Rules and Regulations (IRR), RA No. 11900 "Vaporized Nicotine and Non-Nicotine Products Regulation Act", and other relevant statutes and policies.

- A. **Distributor** - refers to any entity that sells, supplies, delivers Vaporized Nicotine and Non-Nicotine Products, or their devices, or Novel Tobacco Products or to whom Vaporized Nicotine and Non-Nicotine Products, or their devices, or Novel Tobacco Products are delivered, supplied, or sold for purposes of distribution in commerce, and include retailers and/or common carriers of such product.
- B. **Graphic Health Warning (GHW)** - refers to the photographic image printed on the product package, which accurately depicts the hazards of use of or exposure to a product, and is accompanied by a textual warning related to the picture.
- C. **Heated Tobacco Products (HTPs)** - refers to HTP Consumables or Heat-Not-Burn Product Consumables, or tobacco products that are intended to be consumed through heating tobacco, either electronically, or through other means, sufficient to release an aerosol that can be inhaled, without combustion of the tobacco. HTP Consumables or Heat-Not-Burn Product Consumables may also include liquid solutions and gels that are part of the product and are heated to generate an aerosol. HTPs may or may not operate by means of an HTP device.
- D. **Heated Tobacco Product Device** - or HTP Device, refers to the component or combination of components of an HTP System intended to be used in combination with HTP Consumables that generate an aerosol without combustion.
- E. **Heated Tobacco Product System** - or HTP System, refers to an HTP Consumable and HTP Device that are intended to be used together as a system.
- F. **Importer** - refers to any person or entity that is engaged in the importation of Vapor Products, Heated Tobacco Products, and Novel Tobacco Products.
- G. **Insert** - refers to any communication inside an individual package and/or carton purchased at either wholesale or retail by consumers, such as a leaflet or brochure.
- H. **Manufacturer** - shall refer to an establishment engaged in any and all operations involved in the production of Vaporized Nicotine and Non-Nicotine Products, or their devices, or Novel Tobacco Products, including preparatory processing, compounding, formulating, filling, refilling, packaging, repackaging, altering, ornamenting, inputting of advertising and promotions, finishing, and labeling for the purpose of its storage, sale, or distribution.
- I. **Medicinal or Therapeutic Claim** - refers to explicit statements made on any product presented as having properties for directly treating, curing, alleviating, or preventing diseases or disorders in persons.
- J. **Misleading Descriptors** - refer to any element or feature, whether or not part of the brand name, which includes but is not limited to any number or descriptor, or other sign, mark, or term such as but not limited to "low tar," "ultra lite," "clean," "fine," "leading," "supreme," "mild," "extra," "ultra," and similar terms in any language that directly or indirectly creates the false impression or claims or misleads a consumer to believe that the particular product is healthier, safer, or less harmful than others; or that it can be used as tobacco cessation aid or other terms in any language, that are likely to mislead consumers or suggest that the product has lifestyle or health benefits. It may also refer to flavor descriptors that are proven to unduly appeal particularly to minors. A flavor is presumed to unduly appeal to minors if it includes a reference to a fruit, candy brand, dessert, or cartoon character.

- K. **Nicotine** - shall refer to nicotinic alkaloids, including any salt or complex of nicotine, whether derived from tobacco or synthetically produced.
- L. **Nicotine Mixture** - shall refer to the nicotine-containing liquid, solid, or other non-tobacco substance in the product.
- M. **Novel Tobacco Products** - shall refer to all non-combusted substances in solid or liquid form, and innovations, either made partly of tobacco leaf as raw material or containing nicotine from tobacco, intended to be used as a substitute for cigarettes or other combusted tobacco products.
- N. **Onsert** - refers to 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 package.
- O. **Package** - shall refer to packs, boxes, cartons, or containers of any kind in which vapor products, heated tobacco products, or novel tobacco products are contained when offered for sale to consumers.
- P. **Primary Packaging** - or Unit Packaging, refers to any material, including printed material, employed on the packaging of the product, excluding any outer packaging used for transport or shipment, that is in direct contact with the vapor product, heated tobacco product, or novel tobacco product.
- Q. **Principal Display Surfaces** - shall refer to the panel/s of the package that faces the consumer when displayed for sale.
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: the two (2) largest surfaces are predominantly displayed.
 3. In the case of a package and carton that does 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 subsections 1 and 2: fifty percent (50%) of the three (3) dominant sides or the total surface thereof, whichever is bigger, which will ensure that the GHWs are visibly shown.
 4. In the case of bottles or cylindrical packages with caps:
 - a. the areas below the cap, provided that the cap is not used for advertising or promotion purposes including but not limited to the use of brand colors or the provision of brand information; or
 - b. the areas from the tip of the cap to the bottom of the bottle provided that the cap is used for advertising or promotion purposes.
- R. **Refill** - refers to a container for holding electronic liquid or Nicotine Mixture.
- S. **Retailer** - refers to any establishment which sells or offers to sell any Vaporized Nicotine and Non-Nicotine Products or their devices, or Novel Tobacco Products directly to an individual, group, or the general public.
- T. **Secondary Packaging** - or Outside Consumer Packaging, refers to any material, including printed material, employed on the packaging of the product, excluding any outer packaging used for transport or shipment, that is **not** in direct contact with

the vapor product, heated tobacco product, or novel tobacco product (e.g. product inserts, tags, etc.).

- U. **Side Panel** - refers to the surface of the package that has the largest surface available next to the principal display surface where GHWs shall appear.
- V. **Vapor Products** - also referred to as Vapor Product Refills, shall refer to the liquid, solid, gel, or any combination thereof, which may or may not contain nicotine, that is transformed into an aerosol without combustion by a Vapor Product Device.
- W. **Vapor Product Device** - shall refer to a device or a combination of devices used to heat a Vapor Product, to produce an aerosol, mist, or vapor that users inhale. These may include combinations of a liquid solution or gel that are heated and transformed into an aerosol without combustion through the employment of a mechanical or electronic heating element, battery, or circuit, and includes, but are not limited to, a cartridge, a tank, or a device without a cartridge or tank.
- X. **Vapor Product System** - also referred to as electronic nicotine or non-nicotine delivery systems, shall refer to the specific combination consisting of the Vapor Product Refill and Vapor Product Device which, based on the information made available to the consumer by the provider, are intended to be used together.
- Y. **Vaporized Nicotine or Non-Nicotine Products** - shall refer to both Heated Tobacco Products and Vapor Products, as defined herein, which are novel consumer goods that generate a nicotine-containing or non-nicotine-containing aerosol without combustion.

V. GENERAL GUIDELINES

- A. The DOH shall issue a maximum of twelve (12) templates of GHWs for Vaporized Nicotine and Non-Nicotine Product or Novel Tobacco Product packages upon the approval of this Order and shall issue new templates every two (2) years thereafter to be used by all manufacturers, importers, distributors, retailers, and advertisers of said products that are introduced in the Philippine market.
- B. The twelve (12) templates of GHWs shall be printed simultaneously and shall be rotated periodically for each brand family and each variant, so that every two (2) years, the variations of the warnings shall appear in the market with approximately equal frequency and equal display of health warnings and messages on all product packages.
- C. The GHWs, in addition to other product information required by RA 11900, RA 10643, and RA 9711, such as but not limited to warnings, product contents, direction for use, disposal, maintenance, first aid instructions, and information for traceability, shall be placed on primary and secondary packaging, including inserts and onserts.
- D. The GHWs on vapor product, HTP, and novel tobacco product packages shall be printed in accordance with the product guide in the **Annex II** of this Order, without prejudice to subsequent or additional information, such as those following the Globally Harmonized System of Classification and Labeling Chemicals, or updates to policies that may be issued by the DOH under relevant laws.
- E. The composite images of the GHWs shall be contained in a digital storage device and/or an electronic repository which shall be maintained by the DOH.

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- F. Any manufacturer, importer, distributor, or retailer of vaporized Nicotine and Non-Nicotine Product and Novel Tobacco Product packages found to be not compliant with the prescribed graphic health warnings shall be subject to the penalties found in RA No. 11900 and other applicable laws/rules. Noncompliant packages thereafter found in the market on display, for sale or distribution shall be subject to immediate recall, ban, or seizure by appropriate authorities and shall not be allowed to be sold, advertised, or distributed in the Philippine market.

VI. SPECIFIC GUIDELINES

A. Size

1. The GHWs shall be printed on at least fifty percent (50%) of the principal display surfaces of Vaporized Nicotine and Non-Nicotine Product or Novel Tobacco Product packaging, whether primary or secondary.
2. It shall occupy at least fifty percent (50%) of the front and at least fifty percent (50%) of the back panel.

- B. **Position.** The GHWs shall be located at the lower portions of the panels or principal display areas.

C. Visibility

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

D. Color and Printing Quality

1. The GHWs shall be printed in four colors /-cmyk-/ screen 133 lines per inch based on a source file of 300 dpi.
2. The printing of the GHWs shall be done using currently available technology for purposes of providing vivid and realistic pictures. The primary consideration in determining the printing quality shall be the overall effect on the packaging of vaporized nicotine and non-nicotine products and novel tobacco products.
3. The printing shall be clear and legible throughout the lifecycle of the product, under customary conditions of transportation, storage, sale and use.
4. The GHWs shall be as clear, vivid, and vibrant as the rest of the packaging. Any ink used in the printing of the GHWs shall be of such a quality that will not fade, bleed, or modify the appearance of the warning over time.
5. The printing 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. The printing of the GHWs shall be done without the use of any border, frame, cropping, distortion, or any other design that will effectively lessen the size of the warning, reduce its clarity and vividness, or modify its appearance.
7. The GHWs 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.
8. The GHWs shall be reproduced in the same quality, color, and proportion as provided by the DOH in the templates or in the digital form, whichever is clearer and more vivid, without modification.

- E. **Textual Warning.** A textual warning accompanying the photographic image shall use no more than 20% of the GHW and shall appear in clearly legible type and in

contrast by typograph, layout, and color, without the use of any border, frame, or any other design that will effectively lessen the size of the textual warning.

1. For products that contain nicotine, such as vaporized nicotine products, HTPs, and NTPs: "This product is harmful and contains nicotine which is a highly addictive substance. It is not recommended for use by nonsmokers." and/or "Mapanganib ang produktong ito at naglalaman ng nicotine na lubhang nakaaadik. Ipinapayong huwag itong gamitin ng mga hindi naninigarilyo."
2. For products that do not contain nicotine, such as vaporized non-nicotine products: "This product may contain a substance that is harmful. It is not recommended for use by nonsmokers." and/or "Maaaring naglalaman ng mapanganib na sangkap ang produktong ito. Ipinapayong huwag itong gamitin ng mga hindi naninigarilyo."

F. Language. The text warning accompanying the photographic image shall be printed in Filipino on the front panel and English on the back panel, as provided herein in this Order. 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.

G. Side Panel. Vaporized Nicotine and Non-Nicotine Product or Novel Tobacco Product packages found in the market, shall bear, on one (1) side panel, additional health warnings, hotlines, and/or websites on cessation, 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.

H. Misleading Descriptors

1. Vaporized Nicotine and Non-Nicotine Product or Novel Tobacco Product packages shall not bear any number or descriptor, or other sign, mark, or term such as but not limited to "low tar," "ultra lite," "clean," "fine," "leading," "supreme," "mild," "extra," "ultra," and similar terms in any language that claims or misleads a consumer to believe that the vapor products, HTPs, and other similar products or variant are healthier, safer, less harmful or approved for use as a smoking cessation device unless otherwise approved for such use by the FDA. The DOH shall not approve any proposal, proof, or other submission of GHWs that are affixed to vapor product, HTP, and novel tobacco product packages that bear any such number or descriptor.
2. No Vaporized Nicotine and Non-Nicotine Product or Novel Tobacco Product shall have medicinal or therapeutic claim on its marketing materials or packaging unless such claim is approved by the FDA pursuant to RA No. 9711. No Vaporized Nicotine and Non-Nicotine Product or Novel Tobacco Product shall have an explicit reduced risk statement unless authorized by the FDA pursuant to the IRR under Sec. 24 of RA 11900.
3. Vaporized Nicotine and Non-Nicotine Product or Novel Tobacco Product packages shall not bear any flavor descriptors that are proven to unduly appeal particularly to minors. A flavor is presumed to unduly appeal to minors if it includes a reference to a fruit, candy brand, dessert, or cartoon character.

I. Application as to Type of Product.

1. All manufacturers, importers, retailers, and distributors of Vaporized Nicotine and Non-Nicotine Product and Novel Tobacco Products shall apply the prescribed GHW photographic images to their products, regardless of type, method of consumption, or variation of use, for the purposes of increasing health literacy on the harms of use on any of the products covered by this Order.

2. The GHWs to be used shall only vary, specifically on the text warning that shall be applied, as to whether a product is nicotine-containing or non-nicotine containing, subject to the detection of such substance. As such, the applicable text warnings set forth in VI.E. of this Order shall be applied.

VII. ROLES AND RESPONSIBILITIES

A. The Health Promotion Bureau (HPB) shall:

1. Develop the GHW templates on Vaporized Nicotine and Non-Nicotine Products and Novel Tobacco Products, and oversee its dissemination, implementation, monitoring, and evaluation;
2. Develop health promotion and communication plans on Vaporized Nicotine and Non-Nicotine Products and Novel Tobacco Products, including capacity building and health education plans for schools, workplaces, and communities, and disseminate them to Centers for Health Development (CHD) and other concerned stakeholders;
3. Maintain a digital storage device and/or an electronic repository of the GHWs on Vaporized Nicotine and Non-Nicotine Products and Novel Tobacco Products; and,
4. Coordinate and provide technical assistance to Centers for Health Development (CHDs), public health advocates, professional and civil societies, and various relevant stakeholders in relation to GHW on Vaporized Nicotine and Non-Nicotine Products and Novel Tobacco Products, except the tobacco and nicotine industry and those furthering their interests, in line with Article 5.3 of the FCTC and its Guidelines, and DOH-CSC Joint Memorandum Circular 2010-01

B. The Food and Drug Administration (FDA) shall subject the application of medicinal or therapeutic claims or reduced risk statements on the packaging of Vaporized Nicotine and Non-Nicotine Products and Novel Tobacco Products to the provisions of RA No. 9711 and its IRR.

C. The DOH Centers for Health Development (CHD) and the Ministry of Health-BARMM shall:

1. Orient concerned stakeholders on the policy and advocate for its adoption and implementation;
2. Disseminate health promotion and communication plans on Vaporized Nicotine and Non-Nicotine Products and Novel Tobacco Products to Local Government Units (LGUs) and other concerned stakeholders; and,
3. Provide technical assistance to LGUs and other partners on the health effects of Vaporized Nicotine and Non-Nicotine Products and Novel Tobacco Products.

D. The Local Government Units, including Provincial and District Hospitals shall:

1. Engage local authorities for the enforcement, monitoring, and surveillance of the application of GHWs on locally sold Vaporized Nicotine and Non-Nicotine Products and Novel Tobacco Products, consistent with the timelines provided herein;
2. Educate the public on the harmful effects caused by Vaporized Nicotine and Non-Nicotine Products and Novel Tobacco Products by ensuring Designated Smoking/Vaping Areas have GHWs that are highly visible and prominently displayed;
3. Enable mechanisms for the effective communication of disallowing non-smokers from having access to Vaporized Nicotine and Non-Nicotine Products and Novel Tobacco Products; and,

4. Encourage users of Vaporized Nicotine and Non-Nicotine Products and Novel Tobacco Products to seek cessation services across all levels of care.

VIII. APPLICABILITY OF GRAPHIC HEALTH WARNINGS

All manufacturers, distributors, importers, and retailers of Vaporized Nicotine and Non-Nicotine Products and Novel Tobacco Products shall comply with the requirements set out in this Order and shall apply the new first (1st) set of GHW templates for Vaporized Nicotine and Non-Nicotine Products and Novel Tobacco Products pursuant to RA 11900 in full effect by **May 12, 2024**, upon end of Effectivity of DOH Administrative Order (AO) No. 2021-0054 "First (1st) Set of Graphic Health Warning Templates on Vapor Products, Heated Tobacco Products, and Other Similar Products pursuant to Republic Act Nos. 11346 and 10643".

Thereafter, no person or legal entity shall manufacture, advertise, sell or commercially distribute or display any Vaporized Nicotine or Non- Nicotine Product or Novel Tobacco Product without ensuring that the packages meet the standards under this Order. Manufacturers, distributors, importers, and retailers shall ensure the removal from all displays of non-compliant products.

IX. PENALTY CLAUSE

Violations of this Order committed by any manufacturer, importer, distributor, or retailer shall be penalized in accordance with Sec. 23 of RA No. 11900 and relevant laws as applicable.

X. SEPARABILITY CLAUSE

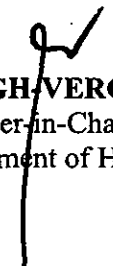
If, for any reason, any section or provision of this Order is declared invalid, illegal, or unconstitutional, such invalidity, illegality, or unconstitutionality shall not affect the other provisions of this Order, which will remain in full force and effect.

XI. REPEALING CLAUSE

DOH AO No. 2021-0051 entitled "Guidelines on Graphic Health Warnings on Vapor Products, Heated Tobacco Products and Other Similar Products" is hereby repealed. All other orders, rules, and regulations, or provisions thereof, inconsistent or contrary with this Order are hereby amended accordingly.

XII. EFFECTIVITY

This Administrative Order shall take effect fifteen (15) days following its publication in the Official Gazette or in two (2) newspapers of general circulation and filing of three (3) copies thereof with the Office of the National Administrative Register (ONAR), U.P. Law Center, Diliman, Quezon City.


MARIA ROSARIO SINGH VERGEIRE, MD, MPH, CESO II
Officer-in-Charge
Department of Health

ANNEX I. References

Department of Health Administrative Order No. 2020-0055 "Regulation on Vapor Products and Heated Tobacco Products under the Food and Drug Administration (2020)

DOF-DOH-DBM-BIR-PhilHealth Joint Memorandum Circular No. 003-2020

Global Adult Tobacco Survey. (2015). Country Report Philippines.

Global Youth Tobacco Survey. (2019). Country Report Philippines.

Global Youth Tobacco Survey (2019). Philippines Fact Sheet.

Republic Act No. 9211 or "An act regulating the packaging, use, sale, distribution and advertisements of tobacco products and for other purposes" (2003)

Republic Act No. 10643 or "The Graphic Health Warnings Law" including its Implementing Rules and Regulations (2014)

Republic Act No. 11900 "Vaporized Nicotine and Non-Nicotine Products Regulation Act" (2022)

World Health Organization Framework Convention on Tobacco Control Conference of the Parties. (2016). Document 7/11 Decision on Electronic Nicotine Delivery Systems and Electronic Non-Nicotine Delivery Systems

World Health Organization Framework Convention on Tobacco Control Conference of the Parties. (2016). Document 7(9) Decision on Electronic Nicotine Delivery Systems and Electronic Non-Nicotine Delivery Systems

World Health Organization Framework Convention on Tobacco Control Conference of the Parties. (2018). Document 8(22) Decision on Novel and Emerging Tobacco Products.

World Health Organization Framework Convention on Tobacco Control Conference of the Parties. (2018). Document 8(8) Progress report on technical matters related to Articles 9 and 10 (Regulation of contents and disclosure of tobacco products, including waterpipe, smokeless tobacco and heated tobacco products).

World Health Organization Framework Convention on Tobacco Control Conference of the Parties. (2016). Document 6/10 Rev.1 Report on Electronic Delivery Systems.

ANNEX II. Product Guide

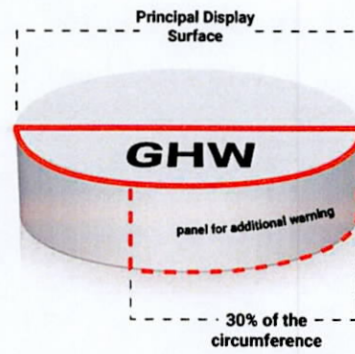
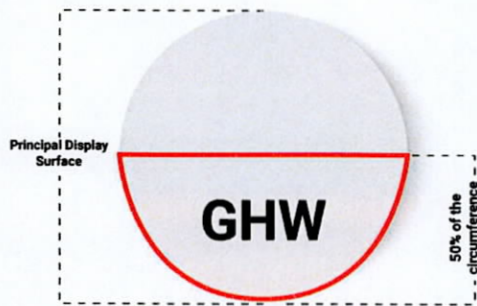
A. Summary of packaging requirement by product component

Packaging	Product Components	
	Vaporized Nicotine and Non-Nicotine Products and Novel Tobacco Products	
Primary	Packs, boxes, cartons, containers, or packaging of any kind <i>with GHW</i>	Juice/Refill bottle <i>with GHW</i>
Secondary	Additional packaging (if any) <i>with GHW</i>	Packs, boxes, cartons, containers or packaging of any kind <i>with GHW</i>

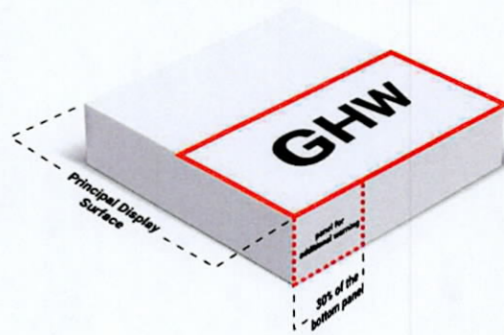
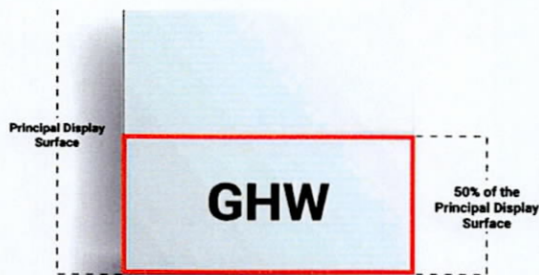
B. Summary of GHW application for round or disc-type packaging, wide box packaging, and standard box packaging:

GHW Size	<ul style="list-style-type: none"> 50% of the principal display surface both front and back
GHW Position	<ul style="list-style-type: none"> Lower portion of the principal display surface
GHW Visibility	<ul style="list-style-type: none"> GHW shall not be obscured or covered
GHW Color and Printing Quality	<ul style="list-style-type: none"> Four colors /-cmk-/ screen 133 lines per inch source file of 300 dpi GHW shall be clear, legible, vivid, and vibrant. GHW shall not fade, bleed, or modify the appearance of the warning over time. No features designed to modify the warnings overtime No border, frame, cropping, distortion, or any other design that will lessen the size of the GHW.
GHW Language	<ul style="list-style-type: none"> Filipino on the front panel; English on the back panel
Side Panel	<ul style="list-style-type: none"> Additional health warnings, hotlines, and/or websites on cessation Occupying 30% of the display surface of one side panel
Misleading Descriptors	<ul style="list-style-type: none"> Shall not bear any misleading descriptors or claims Shall not bear any descriptors that are proven to unduly appeal particularly to minors, including fruit, candy brand, dessert, or cartoon character descriptors

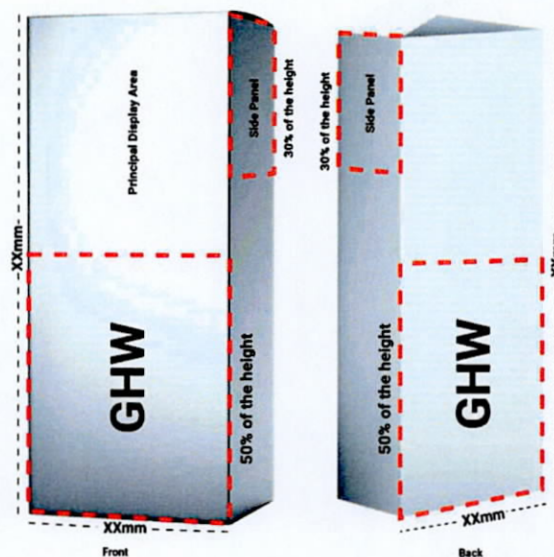
Round or Disc-Type Packaging



Wide Box Packaging

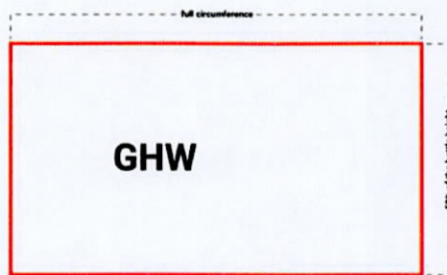
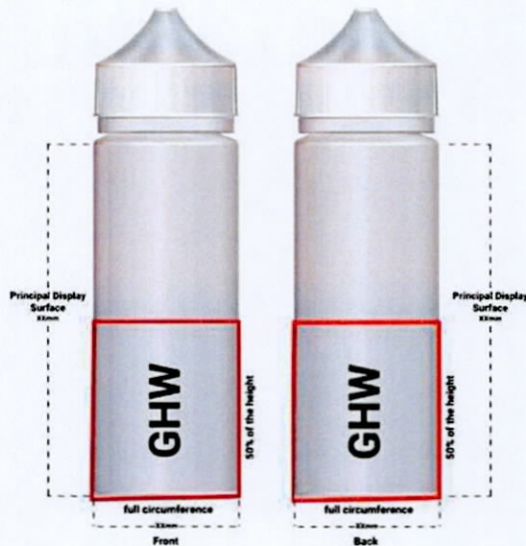


Standard Box Packaging



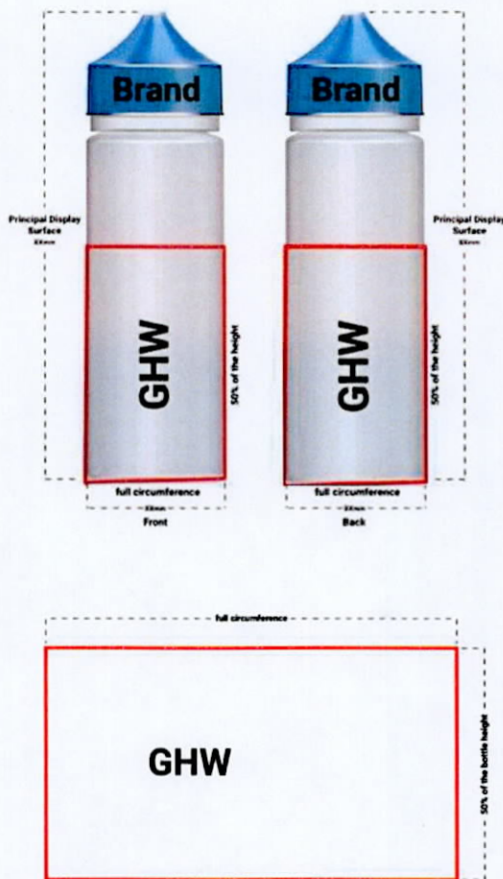
C. GHW application for vape and HTP juice or refill bottles

- i. For bottles with caps that are NOT used for advertising or promotion purposes, including but not limited to the use of brand colors or the provision of brand information; Prescribed colors include: plain black, white, brown



GHW Size	<ul style="list-style-type: none"> 50% of the principal display surface of the full circumference of the bottle with measurement of the height starting from below the cap
GHW Position	<ul style="list-style-type: none"> Lower portion of the principal display surface
GHW Visibility	<ul style="list-style-type: none"> GHW shall not be obscured or covered
GHW Color and Printing Quality	<ul style="list-style-type: none"> Four colors /-cmyk-/ screen 133 lines per inch source file of 300 dpi GHW shall be clear, legible, vivid, and vibrant. GHW shall not fade, bleed, or modify the appearance of the warning over time. No features designed to modify the warnings overtime No border, frame, cropping, distortion, or any other design that will lessen the size of the GHW.
GHW Language	<ul style="list-style-type: none"> Either in Filipino or English
Misleading Descriptors	<ul style="list-style-type: none"> Shall not bear any misleading descriptors or claims Shall not bear any descriptors that are proven to unduly appeal particularly to minors, including fruit, candy brand, dessert, or cartoon character descriptors

- ii. For bottles with caps colored other than with plain black, white, or brown, and are used for advertising or promotion purposes, including but not limited to the use of brand colors or the provision of brand information



GHW Size	<ul style="list-style-type: none"> 50% of the principal display surface of the full circumference of the bottle with measurement of the height starting from the tip of the cap
GHW Position	<ul style="list-style-type: none"> Lower portion of the principal display surface
GHW Visibility	<ul style="list-style-type: none"> GHW shall not be obscured or covered
GHW Color and Printing Quality	<ul style="list-style-type: none"> Four colors /-cmyk-/ screen 133 lines per inch source file of 300 dpi GHW shall be clear, legible, vivid, and vibrant. GHW shall not fade, bleed, or modify the appearance of the warning over time. No features designed to modify the warnings overtime No border, frame, cropping, distortion, or any other design that will lessen the size of the GHW.
GHW Language	<ul style="list-style-type: none"> Either in Filipino or English
Misleading Descriptors	<ul style="list-style-type: none"> Shall not bear any misleading descriptors or claims Shall not bear any descriptors that are proven to unduly appeal particularly to minors, including fruit, candy brand, dessert, or cartoon character descriptors