



Republic of the Philippines
Department of Health
OFFICE OF THE SECRETARY

April 14, 1989

ADMINISTRATIVE ORDER

No. 69 s. 1989

Subject: Amendments to A.O. No. 65 re: Guidelines on Advertisement and Promotions to Implement the Generics Act of 1988

Whereas, the Drug Association of the Philippines has requested for a postponement of the effectivity of a.). 65 re: Guidelines on Advertisement and Promotions to implement the Generics Act of 1988.

Whereas, the Companies concerned need time to prepare new advertising and promotional materials in compliance with the guidelines of A.O. 65 to replace their currently use materials

Whereas, some Publications for Health Professionals have made representations that advertising materials for the current issues already in press scheduled for publication during the period from April to June 1989 cannot be revised in time to meet the original deadline of A.O. 65.

Now, Therefore, A.O. 65 s. 1989 is hereby amended as follows:

Section 7.0 Effectivity

This A.O. shall take effect fifteen (15) days after its publication in two (2) newspapers of general circulation, except the requirements of Section 3.0 guidelines on Section 6 (c) of the Generics act of 1988 (R.A. 6675) which shall take effect on July 1, 1989

RHAIS M. GAMBOA
Officer-in-charge