



DTI reminds influencers that vape endorsements are strictly prohibited

The Department of Trade and Industry (DTI) reminds the public and social media influencers that promoting Vaporized Nicotine and Non-Nicotine Products is strictly prohibited. This is stipulated under RA11900, also known as the "Vaporized Nicotine and Non-Nicotine Products Regulation Act."

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Under Section 3 of RA11900, social media influencers are categorized as celebrities, defined as "[a]ny natural person who, by his or her accomplishments or fame, or by reason of his or her profession or calling, gives the public a legitimate interest in his or her doings, affairs and character. The term includes anyone who has arrived at a position where public attention is focused upon him or her as a person, such as, but not limited to, actors, athletes and other sports personalities, war heroes, famous inventors, social media influencers and explorers among others."

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As stated in Section 12(c) of the law, vape product advertisements are restricted to specific locations, such as retail stores and points-of-sale, and must follow stringent guidelines. The provision strictly prohibits advertisements from featuring minors, celebrities, or any form of endorsement—explicit or implied—by public figures. Manufacturers, importers, and sellers are not allowed to hire celebrities or health professionals to market Vaporized Nicotine and Non-Nicotine products.



Violators of Section 12 will be subject to these penalties:

- First offense: PhP 100,000 fine;
- Second offense: PhP 200,000 fine;
- Third offense: PhP 400,000 fine and/or imprisonment of up to three (3) years, with possible revocation of business permits and licenses.

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The Department of Trade and Industry (DTI)
**REMINDS THE PUBLIC
AND BUSINESSES**

of the strict limitations under Section 13 of RA11900
or "The Vape Law", which governs promotional
activities related to Vaporized Nicotine and
Non-Nicotine Products or Novel Tobacco Products.



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Vape brand names, logos, or identifiers

CANNOT BE DISPLAYED

like T-shirts, lanyards, umbrellas, shopping bags, or backpacks.
These rules aim to prevent indirect advertising, especially in public spaces.



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Vape product promotions are

PROHIBITED

in video games, TV shows, and movies for general viewing.

The OSMV urges consumers to report violations via the DTI Consumer Care
Hotline (1-354) or email consumercaresdti.gov.ph. Concerns can also be sent
to OSMV@dti.gov.ph, and more information is available at dti.gov.ph/osmv.



Common Vape Sales Violations

And How To Avoid Them

Republic Act 11900: The Vaporized Nicotine and Non-Nicotine Products Regulation Act



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Age Matters

Only 18 years old and above can buy, sell or use vaporized nicotine products, including devices and novel tobacco items.

Let's keep these products out of minors' reach.



Section 6. Minimum Age Sales and Purchase

The minimum allowable age for the purchase, sale and use of Vaporized Nicotine and Non-Nicotine Products, their devices, or Novel Tobacco Products shall be eighteen (18) years old.

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AGE VERIFICATION REQUIRED

It is the responsibility of the sellers to verify that buyers are 18 years old and above. Present a valid ID with a photo and date of birth before any purchase.



Section 7. Proof-of-Age Verification

Retailers shall ensure that no individual below eighteen (18) years of age is allowed to purchase Vaporized Nicotine and Non-Nicotine Products, their devices or Novel Tobacco Products. It shall be the responsibility of retailers to verify the age of buyers. For the purpose, the presentation of any valid government-issued identification card exhibiting the buyer's photograph and age or date of birth shall be required. Dealers shall ensure (and delivery only to individuals who must be eighteen (18) years old and above.

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KEEP VAPE SALES AWAY FROM SCHOOL

There shall be NO sales, ads or demonstrations of vape products within 100 meters of schools to keep a safe distance and protect minors.

Section 8. Sales and Promotion within School Perimeters

The sale, promotion, advertising and product demonstration of Vaporized Nicotine and Non-Nicotine Products or Novel Tobacco Products within the 100-meter perimeter of the perimeter of a school, playground or other facility frequented particularly by minors is strictly prohibited.



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CLEAR SIGNAGE OF POINT OF SALE

Take note, retailer! Every vape-selling location must exhibit clear warnings in their stores about age requirements. Make it visible to avoid misunderstandings and unintentional sales to minors. This clear statement should be indicated:



Section 10. Point-of-Sale Signage

Point of sale establishments offering, selling or distributing Vaporized Nicotine and Non-Nicotine Products shall post the following statement in a clear and conspicuous manner:

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PROPER PRODUCT PLACEMENT

Responsible display rules prevent access to young customers. Vape products should never be placed next to items that attract minors.



Section 11. Display of Products

Vaporized Nicotine and Non-Nicotine Products and Novel Tobacco Products shall not be displayed immediately next to products of particular interest to minors.

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NO NICOTINE SHOTS

The sale and use of nicotine shots or concentrates are strictly prohibited for safety reasons. Stick to regulated vape products only.

Learn More about RA11900



Section 20. Restriction on the Retail and Sale of Nicotine Shots

The retail or use of nicotine shots and/or concentrates shall be strictly prohibited.

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Office for the Special Mandate on Vaporized Nicotine and Non-Nicotine Products, their Devices, and Novel Tobacco Products



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Common Vape Sales Violations And How To Avoid Them



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