

**DEPARTMENT ADMINISTRATIVE ORDER NO. 25-10**  
Series of 2025

**Subject:       REGULATING THE IMPORTATION OF NON-PHILIPPINE  
STANDARD (NON-PS) CERTIFIED VAPORIZED NICOTINE AND  
NON-NICOTINE PRODUCTS, THEIR DEVICES, AND NOVEL  
TOBACCO PRODUCTS**

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**WHEREAS**, Section 6 of Republic Act No. 4109 (RA4109), or commonly known as the Standards Law, provides that no customs export entry, import entry, declaration, release certificate, manifest, clearance, import permit, or permit to ship abroad and/or discharge shall be issued for any of the products within the purview of RA4109 and/or imported commodity, unless it is first inspected in accordance with the applicable provisions of RA4109; *Provided*, however, that no product of the Philippines for which a standard has been established or promulgated by virtue of RA4109 shall be sold and/or disposed of in any manner and/or exported unless and until its standard shall have been certified by the Director of Standards, now Director of the Bureau of Philippine Standards (BPS), or his duly authorized representatives as conforming to the standard set for, either for local distributions and/or for export; *Provided*, further, that no such certification shall be required upon application under oath by the manufacturer and/or exporter to the Director of Standards, now Director of the BPS, that the shipment is in small quantity and the product is not for sale but for private use or consumption only;

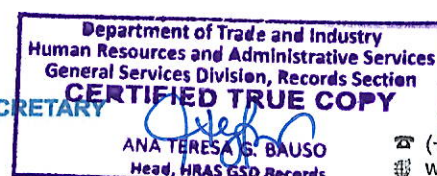
**WHEREAS**, Article 18(a) of Republic Act No. 7394 (RA7394), or the Consumer Act of the Philippines, makes it unlawful to import into the Philippines any consumer product that is not in conformity with an applicable consumer product quality or safety standard;

**WHEREAS**, Republic Act No. 11900 (RA11900), or the Vaporized Nicotine and Non-Nicotine Products Regulation Act, provides that it is the declared policy of the State to enact a balanced policy whereby these novel consumer products are properly regulated using internationally accepted product standards in order to protect the citizens from the hazards of regulated, unregulated and substandard Vapor Products and Heated Tobacco Products;

**WHEREAS**, Section 5 of Republic Act No. 11967 (RA11967), or the Internet Transactions Act of 2023, makes a person who engages in e-commerce and avails of the Philippine market to the extent of establishing minimum contacts herein be subject to applicable Philippine laws and regulations, and cannot evade legal liability in the Philippines despite lack of legal presence in the country;

**WHEREAS**, the Department of Trade and Industry (DTI) Office for the Special Mandate on Vaporized Nicotine and Non-Nicotine Products, their Devices, and Novel Tobacco Products (OSMV) was created to centralize the coordination of enforcement actions in relation to RA11900;

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**WHEREAS**, the DTI OSMV is authorized to exercise any and all powers of the DTI necessary for the effective implementation of RA11900, including promulgating and implementing policies and procedures for the proper enforcement of RA11900;

**WHEREAS**, DTI Department Administrative Order No. 22-06 (DAO22-06) (2022), as supplemented by DTI Department Administrative Order No. 24-02 (DAO24-02) (2024), provides for the Technical Regulation concerning the Mandatory Product Certification of Vaporized Nicotine and Non-Nicotine Products, their Devices, and Novel Tobacco Products;

**WHEREAS**, DAO22-06 (2022) is further supplemented by DTI Department Administrative Order No. 24-11 (DAO24-11) (2024) which removed the Import Commodity Clearance (ICC) as a product certification scheme for Vaporized Nicotine and Non-Nicotine Products, their Devices, and Novel Tobacco Products;

**WHEREAS**, Section 6 of DTI Department Administrative Order No. 24-08 (DAO24-08) (2024), or the Amendments to the Implementing Rules and Regulations of RA11900, stipulates that all functions of the BPS under DAO22-06 (2022), as supplemented by DAO24-02 (2024), shall be implemented by the DTI OSMV, as applicable;

**WHEREAS**, under Customs Administrative Order No. 01-2017 (CAO01-2017) (2017), each traveler is entitled to a duty and tax-free importation of up to two (2) reams of cigarettes; or fifty (50) sticks of cigars; or two hundred fifty (250) grams of pipe tobacco, with a total value of less than Ten Thousand Pesos (PHP10,000.00) or less;

**WHEREAS**, there are reports that certain local importers or travelers circumvent the procedure established under DAO22-06 (2022), as supplemented, to illegally import certain quantities of Vaporized Nicotine and Non-Nicotine Products, their Devices, and Novel Tobacco Products in the Philippines without undergoing the proper audit and product testing processes;

**WHEREAS**, the Bureau of Customs (BOC) had reported numerous instances of imported Vaporized Nicotine and Non-Nicotine Products, their Devices, and Novel Tobacco Products infused with illicit substances;

**NOW THEREFORE**, foregoing premises considered, this Order is hereby issued for the guidance of all concerned:

**Section 1. Objective.** This Order aims to ensure that only Vaporized Nicotine and Non-Nicotine Products, their Devices, and Novel Tobacco Products that pass the quality standards prescribed under the relevant international and Philippine standards are made available in the Philippine market.

**Section 2. Scope.** This Order covers the importation of Vaporized Nicotine and Non-Nicotine Products, their Devices, and Novel Tobacco Products covered by DAO22-06 (2022), as supplemented.





**Section 3. Definition of Terms.** The following terms shall be defined as follows:

- a. ***De Minimis*** – The quantity of imported Vaporized Nicotine and Non-Nicotine Products, their Devices, and Novel Tobacco Products that do not meet the required sampling size specified under applicable regulations;
- b. **Importation** – The introduction of Vaporized Nicotine and Non-Nicotine Products, their Devices, and Novel Tobacco Products from a foreign country into the Philippine territory, including duly chartered economic and freeport zones and duty-free shops, whether for sale or not. Importation commences when the carrying vessel or aircraft enters the Philippine jurisdiction with the intention to unload or keep for storage therein such product. Importation is deemed terminated upon payment of duties, taxes and other charges due upon the articles, or secured to be paid, at a port of entry, and the legal permit for withdrawal shall have been granted, or in case said articles are free of duties, taxes and other charges, until they have legally left the jurisdiction of the BOC. For purposes of this Order, any vapor product entering the Philippines through the freeport and special economic zones shall be deemed to have entered the Philippine territory upon unloading thereof from the carrying vessel; *Provided*, that Vaporized Nicotine and Non-Nicotine Products, their Devices, and Novel Tobacco Products purchased from e-commerce platforms, e-marketplaces and online merchants shall be considered in the definition of importation;
- c. **Traveler** – Any person who temporarily enters the Philippine territory (non-resident) or a returning resident.

**Section 4. Importation Guidelines.** The following guidelines are prescribed for the importation of Vaporized Nicotine and Non-Nicotine Products, their Devices, and Novel Tobacco Products:

- a. Only Vaporized Nicotine and Non-Nicotine Products, their Devices, and Novel Tobacco Products with a valid Philippine Standard (PS) license shall be allowed to be imported into the Philippine territory, including duly chartered economic and freeport zones and duty-free shops.
- b. Importation of Vaporized Nicotine and Non-Nicotine Products, their Devices, and Novel Tobacco Products covered by a suspended PS license is prohibited.
- c. The *de minimis* importation of Vaporized Nicotine and Non-Nicotine Products, their Devices, and Novel Tobacco Products, for whatever purpose, shall be prohibited; *Provided*, that each traveler entering the Philippines is permitted to carry and bring into the Philippines, solely for personal, product testing or other non-commercial use, Vapor Products Systems, with a total volume not exceeding ten (10) milliliters (mL) or its equivalent, regardless of the presence of nicotine or regardless of nicotine type, *Provided, further*, that this provision shall also apply to importation via e-commerce platforms, e-marketplaces and online merchants.
- d. All Vaporized Nicotine and Non-Nicotine Products, their Devices, and Novel Tobacco Products entering the Philippine territory shall be covered by this Order, regardless of country of origin.



**Section 5. Repeal.** All Orders, issuances, or parts thereof that are inconsistent with this Order are repealed or amended accordingly.

**Section 6. Separability.** Should any provision of this Order or any part thereof be declared invalid, the other provisions shall remain in force and effect to the extent that they are separable from the invalid ones.

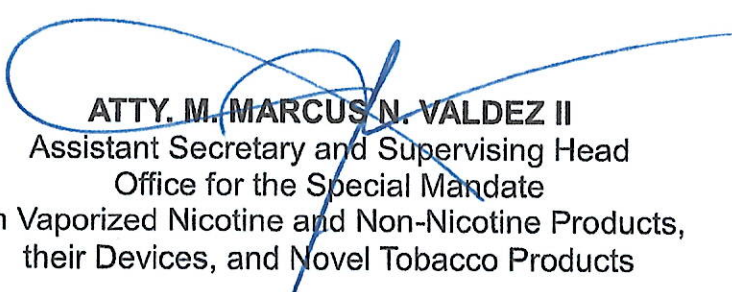
**Section 7. Effectivity.** This Order shall take effect immediately after its publication in the Official Gazette or in two (2) newspapers of general circulation.

Issued this AUG 01 2025 in Makati City, Philippines.

APPROVED BY:

  
**MA. CRISTINA ALDEGUER-ROQUE**  
Secretary

RECOMMENDED BY:

  
**ATTY. M. MARCUS N. VALDEZ II**  
Assistant Secretary and Supervising Head  
Office for the Special Mandate  
on Vaporized Nicotine and Non-Nicotine Products,  
their Devices, and Novel Tobacco Products

