Ministry of Health
TOBACCO
Resolution 497/2012
Approval of the Graphic Standards for Packaging, Sale and Consumption of Tobacco Products.
Buenos Aires, April 17, 2012

IN VIEW OF Law N° 26.687 and File N° 2002-25070/11-0 of the registry of the MINISTRY OF HEALTH, and

WHEREAS:

Among the objectives of Law N° 26.687 are the following: the goal of reducing consumption of products made from tobacco; the goal of reducing to a minimum exposure of people to the harmful effects of the smoke from products made from tobacco; that of reducing the health, social and environmental damage resulting from tobacco use; that of preventing the start of tobacco use, especially in the population of children and adolescents, and raising the awareness of present and future generations regarding the consequences that result from the consumption of products made from tobacco and from exposure to smoke from products made from tobacco;

By Article 27 of the aforesaid law this Ministry is declared to have the authority for the enforcement thereof;

On the basis of its Article 7 the aforementioned law establishes that in the advertising or promotion of tobacco products, health messages and pictograms of warning must be included about the harm caused by the smoking habit, and that such pictograms are to be established for each message by the authority for the application of this law;

On the basis of Article 10 of the law under consideration it is provided that packages and containers of products made from tobacco must have inserted in them an image and a health message that describes the harmful effects of consuming products made from tobacco, in accordance with the listing presented in Article 7° of the law;

Furthermore, the law, through its Article 12, requires that packs and containers of products made from tobacco must include on ONE (1) of their sides information about the free service for quitting smoking that is provided by the MINISTRY OF HEALTH;

Inside stores where products made from tobacco are sold, as well as at other points of sale, distribution and delivery of any kind, there must be prominently displayed ONE (1) poster with the following caption “The sale, distribution, promotion or delivery in any form of products made from tobacco to minors under 18 is prohibited,” and the number of this law;

In places where smoking is prohibited, posters must be displayed stating such prohibition;

The enforcement authority, for the purpose of facilitating reports of non-compliance with the provisions of this law, must activate at least ONE (1) toll-free phone number and ONE (1) e-mail address, to be disseminated through the mass media and prominently displayed at points of sale of products made from tobacco, as well as in those places where its consumption is prohibited.

The law establishes a period of 180 (ONE HUNDRED AND EIGHTY) days from its promulgation to the instrumentation of Article 7° of the law, and one year for Articles 10 to 13 thereof to take effect;

For such purposes it is necessary to sanction a graphic standard establishing the contents and formats for the health warnings in tobacco advertising and on containers of tobacco products, as well as for posters displayed by law at points of sale and in places where smoking is prohibited;
The NATIONAL PROGRAM FOR TOBACCO CONTROL - OFFICE FOR THE PROMOTION OF HEALTH AND CONTROL OF NON-CONTAGIOUS DISEASES, OF THE UNDER SECRETARY FOR PREVENTION AND CONTROL OF RISKS, has prepared a plan for a Graphic Standard for the Packaging, Sale and Consumption of Tobacco Products;

The GENERAL BUREAU OF LEGAL AFFAIRS has undertaken the pursuits pertaining to its office;

THE MINISTER OF HEALTH
HEREBY RESOLVES:

Article 1º — THE GRAPHIC STANDARD FOR THE PACKAGING, SALE AND CONSUMPTION OF TOBACCO PRODUCTS is hereby approved, with its Exhibits I and II which form an integral part hereof.

Art. 2º — Let the Standard approved by Article 1º be published on the website of the MINISTRY OF HEALTH.

Art. 3º — Let notification hereof be given, as well as publication, and forward it to be filed at the National Office of the Official Registry. — Juan L. Manzur.

GRAPHIC STANDARD FOR PACKAGING, SALE AND CONSUMPTION OF TOBACCO PRODUCTS
Law 26.687.

Regulation of advertising, promotion and consumption of products made from tobacco.

EXHIBIT I
PURPOSE
Purpose:
This standard regulates what is set forth in Law 26.687 with regard to graphic aspects concerning the instrumentation of:
1. Health warnings on tobacco advertising and on containers of tobacco products.
2. Posters required by law at points of sale and in places where the consumption of tobacco products is prohibited.

HEALTH WARNINGS
1) Health Warnings
a) For advertising and the promotion of tobacco products:
In all cases the advertising or promotion of products made from tobacco must include a health message pursuant to what is set forth in Article 7º of Law 26.687, whose text is to be printed legibly, prominently displayed and proportionally fitting into a rectangle with a white background in black letters, which must occupy twenty percent (20%) of the total surface of the material that is the object of such advertising or promotion, in accordance with the format and typography specified in Exhibit II. In all cases the warning pictogram is to be included concerning the damage that smoking causes as specified in Exhibit II. Said pictogram is to be placed in a position adjacent and contiguous to the right or lower side of the health message, and shall have similar proportions to it.
Starting on the date of implementation of this standard, the first health message to be used will be: “SMOKING CAUSES CANCER.”
Already existing advertising and promotion that do not comply with what is set forth in this standard must be removed within a period not greater than sixty (60) days.

b) On containers of tobacco products
Packages and containers of products made from tobacco shall have inserted in them an image and a health message describing the harmful effects of the consumption of products made from tobacco, in accordance with the listing shown in Article 7º of Law 26.687, which shall be updated by the enforcement authority with a frequency not greater than two (2) years nor less than one (1) year.
Each health message and its corresponding image specified in Exhibit II shall be printed on each individual pack and container of products made from tobacco for sale to the public, observing the following respective graphic characteristics.
The health message shall be written in ONE (1) black rectangle, on a white background with black letters, and shall occupy less than FIFTY PERCENT (50%) of ONE (1) of the main surfaces displayed. The image shall occupy less than FIFTY PERCENT (50%) of the other main surface.
The manufacturer or importer must adjust the formats provided to the dimensions of the container without altering their proportions or graphic characteristics. In the case of cigarette cartons or other containers with similar characteristics, the image is to be printed on the main surface most visible to the consumer, occupying one of the surfaces that results from dividing in half the surface of this face by its broader side. The caption is to be printed in the same fashion on the opposite side.

For cylindrical containers shall be considered to have only one main side, and the proportions thereof to be maintained, with the image occupying 25% of such surface and the caption occupying 25%.

Packs and containers of products made from tobacco must have printed on one (1) of their sides the following information on the free service for quitting smoking of the Ministry of Health: “TO QUIT SMOKING 0800 999 3040 www.msal.gov.ar/tobacco Ministry of Health of the Nation.” The information shall be placed within a rectangle with a black background in white letters, pursuant to the graphic format specified in Exhibit II. If there are no sides for the format of the pack or container, the information must be in all cases legible, and occupy a space not less than six percent (6%) of the total surface of the package.

Distribution: Companies that process products made from tobacco are to launch their units onto the market ensuring even and simultaneous distribution of the different images and health messages, in such variety as may have been provided by the enforcement authority for each period. In the first period, units are to be distributed containing the ten messages indicated in Article 7º of Law 26.687. “Even distribution” shall be understood to mean proportional distribution of units of products made from tobacco at points of sale throughout the national territory.

It shall be the responsibility of the importer of a product made from tobacco to comply with this requirement in the case of those packs and containers of products imported from abroad.

POSTERS
2) Posters
a) At points of sale:
Inside stores where products made from tobacco are sold, as well as at other points of sale, distribution and delivery in any form, there must be prominently displayed ONE (1) poster of a size not less than TWENTY (20) centimeters wide, in black letters on a white background, with the following caption: “The sale, distribution, promotion or delivery in any form of products made from tobacco to minors under 18 is prohibited. Law 26.687. 0800 999 3040 controldetobacco@msal.gov.ar” pursuant to the format specified in Exhibit II.

b) In places where smoking is prohibited:
In places where smoking is prohibited, posters must be displayed that indicate such prohibition. The respective caption must be written legibly and prominently, on signs of a size not less than THIRTY (30) centimeters wide, visibly displayed, in black letters on a white background. The posters shall contain the following caption: “Smoke-free Environment. No smoking. Law 26.687. 0800 999 3040 controldetobacco@msal.gov.ar” pursuant to the format specified in Exhibit II.

EXHIBIT II
MESSAGES
WARNINGS.
Each text is to be used with its respective photograph.
1. Smoking causes cancer.
2. Smoking causes addiction.
3. Smoking causes heart and lung diseases.
4. Tobacco smoke is a cause of illness and death.
5. Smoking causes death by asphyxiation.
6. Pregnant women who smoke cause irreparable harm to their babies.
7. Smoking causes emphysema.
8. Smoking causes sexual impotence.
9. Smoking takes years off your life.
10. Smoking can cause your legs to be amputated.

INFORMATION ON THE FREE SERVICE TO QUIT SMOKING OF THE MINISTRY OF HEALTH OF THE NATION.
The following caption must be shown on packs of products made from tobacco:

TO STOP SMOKING
0800 999 3040
www.msal.gov.ar/tobacco
Ministry of Health of the Nation

STATEMENT OF PREVENTION.
A poster with the following caption must be displayed at points of sale:

THE SALE, DISTRIBUTION, PROMOTION OR DELIVERY IN ANY FORM OF PRODUCTS MADE FROM TOBACCO TO MINORS UNDER 18 IS PROHIBITED.

LAW 26.687
0800 999 3040
controldetobacco@msal.gov.ar

STATEMENT OF PROHIBITION.
A poster with the following caption is to be displayed in places where smoking is prohibited:

SMOKE-FREE ENVIRONMENT
NO SMOKING
LAW 26.687
0800 999 3040
controldetobacco@msal.gov.ar

FAMILIA TIPOGRAFICA. DIN.

DIN-black
ABCDGFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN bold
ABCDGFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN medium
ABCDGFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN-light
ABCDGFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Unofficial Translation

GRAPHIC APPLICATION
WARNINGS ON CONTAINERS OF TOBACCO PRODUCTS
Standard format of 20 cigarettes

<table>
<thead>
<tr>
<th>back</th>
<th>front</th>
<th>side</th>
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<tbody>
<tr>
<td>dorso</td>
<td>frente</td>
<td>lateral</td>
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**FUMAR CAUSA CÁNCER**

**FUMAR CAUSA ADICCIÓN**

SMOKING CAUSES CANCER
EVERY CIGARETTE POISONS

SMOKING CAUSES ADDICTION
SMOKING CONTROLS YOU.
QUIT.
SMOKING CAUSES HEART AND LUNG DISEASES
TOBACCO CONSUMPTION CAUSES HEART ATTACKS

TOBACCO SMOKE CAUSES DISEASE AND DEATH
SMOKING AT HOME HURTS CHILDREN
SMOKING CAUSES DEATH BY ASPHYXIATION
EACH CIGARETTE CAUSES YOUR LUNG CAPACITY TO DETERIORATE

A PREGNANT WOMAN WHO SMOKES CAUSES IRREPARABLE HARM TO HER CHILD
TOBACCO HARMS YOUR BABY’S DEVELOPMENT
Unofficial Translation

SMOKING CAUSES PULMONARY EMPHYSEMA

FUMAR CAUSA ENFISEMA PULMONAR

HEALTHY LUNG  SMOKER’S LUNG

FUMAR CAUSA IMPOTENCIA SEXUAL

[SMOKING CAUSES IMPOTENCE  SMOKING HURTS YOUR SEX LIFE]
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<tr>
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<td>frente</td>
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**Unofficial Translation**

**SMOKING TAKES YEARS OFF YOUR LIFE**

**SMOKING CAN CAUSE YOUR LEGS TO BE AMPUTATED**

**HALF OF ALL SMOKERS DIE FROM TOBACCO**

**SMOKING CAUSES GANGRENE**
Unofficial Translation

Examples for other formats of containers

SMOKING TAKES YEARS OFF YOUR LIFE
SMOKING CAUSES YOUR LEGS TO BE AMPUTATED
SMOKING CAUSES GANGRENE
HALF OF ALL SMOKERS DIE FROM TOBACCO
SMOKING CAUSES DEATH BY ASPHYXIATION

EACH CIGARETTE CAUSES YOUR LUNG CAPACITY TO DETERIORATE
Unofficial Translation

Examples of applications

[Box of 20 cigarettes] [Box of 10 cigarettes] [Carton]
[Box of loose tobacco] [Box of small cigars] [Box of cigars]
WARNINGS ON ADVERTISING AND PROMOTION OF TOBACCO PRODUCTS
HORIZONTAL FORMAT

[SMOCKING CAUSES CANCER]

SQUARE FORMAT

[SMOCKING CAUSES CANCER]
[SMOKING CAUSES CANCER]
Unofficial Translation

POSTERS
at points of sale

[The sale, distribution, promotion or delivery in any form of products made from tobacco to minors under 18 is prohibited.
LAW 26.687
0800 999 3040 ]

POSTERS
in places where smoking is prohibited

[ Version in Black, High Contrast.  
Version in Black, Gray scale.  
Version in color.]

GRAPHIC MATERIAL
The Ministry of Health of the Nation makes available to manufacturers and importers of tobacco products the digital files of the material presented in this Graphic Standard for its final application on the various containers and in advertising.
Unofficial Translation

The material consists of files in the .ai format (Adobe Illustrator CS3) and high definition TIFF images.

NATIONAL PROGRAM FOR TOBACCO CONTROL
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