

Bolivian Customs Department  
Efficiency and transparency

National Legal Department

Circular No. 174/2009  
La Paz, 10 August 2009

Reference: Inter-Ministerial Resolution No. 0003 of 14 May 2009 of the Ministers of Health and Sports, Education and Economy and Public Finance adopting the specific regulation for the administration of Act No. 3029 of the Framework Convention on Tobacco Control (FCTC).

For the purpose of information and dissemination, please find attached Multi-Ministerial Resolution No. 0003 of 14 May 2009 of to the Ministers of Health and Sports, Education and Economy and Public Finance approving the specific regulation for the administration of Act No. 3029 of the Framework Convention on Tobacco Control, abbreviated FCTC.

Solicitor Reynaldo G. Guzman Amurrio  
National Legal Officer  
National Customs of Bolivia

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Multi-Ministerial Resolution No. 0003  
14 May 2009

Specific regulation for the administration of Act No. 3029  
Framework Convention on Tobacco Control (FCTC)

Multi-Ministerial Resolution No. 0003

14 May 2009

Considering:

That, by virtue of Act No. 3029 of 22 April 2005, the Government of Bolivia has ratified the Framework Convention on Tobacco Control adopted by the Meeting of WHO Member States held in Geneva, Switzerland, on 21 May 2003 and signed by Bolivia on 27 February 2004;

That Supreme Decree No. 29376 of 12 December 2007 regulates Act No. 3029 and issues provisions governing the trade and consumption of tobacco, and establishes health and education measures aimed at preventing tobacco abuse and raising social awareness, among others;

That the control and reduction of tobacco demand is a national goal, education being the primary mechanism for prevention and child protection, making it necessary to complement measures to control advertising and trade in tobacco products with general preventive strategies.

That the Minister of Health and Sport, pursuant to article 90, paragraph (a) of Supreme Decree No. 29894 on the Organizational Structure of the Executive Branch of the Plurinational State, is responsible for formulating, promulgating and assessing compliance with health programmes in the framework of national development;

That the Ministry of Education, pursuant to article 104, paragraph (e) of Supreme Decree No. 29894 of 7 February 2009 on the Organizational Structure of the Executive Branch of the Plurinational State, is responsible for formulating, implementing, evaluating and overseeing educational policies, strategies and programmes;

That the Ministry of Economy and Public Finances pursuant to article 52, paragraph (b) of Supreme Decree No. 29894 of 7 February 2009 on the Organizational Structure of the Executive Branch of the Plurinational State, is responsible for formulating, implementing, monitoring and evaluating fiscal and financial policies;

That Supreme Decree No. 29376 of 12 December 2007, in the first clause of its final provision, stipulates that the Executive shall approve the specific regulation for the administration of Act No. 3029 of the Framework Convention on Tobacco Control;

Therefore:

The Ministers of Health and Sports, Education and Economy and Public Finances, exercising the powers and authority vested in them by Supreme Decree No. 29894 of 7 February 2009;

Decide:

Single Article: To approve the specific regulation for the administration of Act No. 3029 of the Framework Convention on Tobacco Control (FCTC), its eleven chapters, 36 articles and six clauses of its final provisions annexed, which is an integral and indissoluble part of this resolution.

For registration, transmittal, enforcement and archiving

*Signed* Ramiro Tapia Sainz, Roberto Iván Aguilar Gómez, Luis Alberto Arce Catacora

Specific regulation for the administration of Act No. 3029 of the Framework Convention on Tobacco Control (FCTC)

Chapter I

General Provisions

Article 1 (Purpose) This specific regulation for the administration of Act No. 3029 of the Framework Convention on Tobacco Control (FCTC) aims at fulfilling the first clause of the final provision of Supreme Decree No. 29376 of 12 December 2007.

Article 2 (Scope) The provisions of this specific regulation govern activities relating to the production, import, trade and advertising of tobacco products, and education and prevention of tobacco use, at the national level. The central Government and departmental and municipal governments are empowered to enforce compliance with these provisions in the framework of their competencies.

Chapter 2

Smoke-free environments

Article 3 (General prohibition) The prohibition on consumption of tobacco products in general and protection from indoor exposure to second-hand tobacco smoke, specified in article 3 of Supreme Decree No. 29376, cover the following:

- (a) Any health or primary, secondary, alternative and special education establishment, be they in indoor or outdoor, private or public environments.
- (b) In all indoor premises of universities or higher technical education establishments.
- (c) On any public transport.
- (d) On any premises that sell, handle or work with flammable materials or substances.
- (e) In the following indoor environments:
  1. Environments used for any type of meeting, pastime, recreation or entertainment take place, except private homes;
  2. Work places;
  3. Centres used for meetings, entertainment, recreation or leisure activities for minors aged under 18 or suitable for all ages.
  4. Shopping centres, galleries;
  5. Cultural centres, libraries, reading rooms, museums and internet rooms;
  6. Elevators, cabins, cash dispensers;
  7. Any government building;
  8. Airports, bus terminals, train stations;
  9. Theatre, cinema and other indoor public events;
  10. Sports premises;
  11. Any food shop;

Article 4: (Indoor environments) For the purpose of the prohibition referred to in the previous article, “indoor environment” means:

- (a) All premises that are shielded from the weather by roofs and walls, irrespective of the materials used.
- (b) Primary, secondary, alternative or special education establishments; smoking in the garden or outdoor yards is also strictly prohibited. Smoking shall be permitted in outdoor

- environments in higher education establishments (ordinary, institutes and universities), the use of these spaces may be regulated in the internal regulations of each establishment.
- (c) Not covered by this definition are gardens and outdoor yards. In cases where they are covered by canopies, roof shades, umbrellas or other, smoking is only permitted if the air circulates freely.

Article 5: (Exceptions) For the purpose of application of article 3 of this Regulation, establishments covered by paragraphs (b) and (e) and numerals 1, 2, 4, 8 and 11 shall be obliged to maintain smoke-free environments, but might permit smoking in outdoor environments or, if necessary, provide dedicated smoking areas, provided they meet all of the following conditions:

- (a) That the rooms are duly identified and defined and physically separate from the rest of the building.
- (b) That the area is not an essential point of passage for the non-smoking population.
- (c) That access is prohibited for minors aged under 18; the prohibition must be stated on a visible sign on each entrance.
- (d) That they are well ventilated or outdoors.
- (e) That the quality and maintenance of smoking areas are not superior to that of other areas.

In government departments or facilities, the highest-ranking official in each section or service shall be responsible for overseeing and establishing monitoring teams that ensure that civil servants under their responsibility comply with the smoking ban, without prejudice to their existing functions. Civil servants failing to comply with this regulation, irrespective of their rank or position, shall be subject to pre-trial investigative activity in disciplinary proceedings and the application of penalties established in Act No. 1178 on governmental administration and supervision. Managerial staff failing to comply with this Regulation shall be liable to punishment for omission of the official duties. With regard to users and/or the general public going to government departments or facilities, the authorities of each establishment shall define the way in which compliance with the smoking ban in the sections is monitored, without prejudice to the penalties provided in Chapter IX of this Regulation.

Article 6 (Tolerance) Owners of any centre used for meetings, entertainment, recreation or leisure activities for adults over 18 years, in accordance with article 4 of Supreme Decree No. 29376, may decide to permit smoking on their premises, but must draw attention to that fact at the entrance of the premises by posting a sign of no less than at least 21 cm in height by 29 cm in width placed at the main entrance with the following caption: "Smoking is permitted on these premises: Smoking seriously harms the health of active and passive smokers – Act No. 3029".

In cases where the owners of any centre used for meetings, entertainment, recreation or leisure for adults over 18 years permit smoking on their premises and limit that permission to designated areas only, they must meet all of the following conditions:

- (a) Put a relevant notice at the entrance to the premises by placing at the main entrance a white sign with black Arial-type lettering of no less than 21 cm in height by 29 cm in width with the following caption: "This premises has designated smoking areas".
- (b) That the rooms are duly identified and physically separate from the other rooms.
- (c) That they are not essential points of passage for the non-smoking population.
- (d) That they are well ventilated or outdoors and equipped with air extractors.

Even where the tolerance towards smokers pursuant to article 4 of Supreme Decree No. 29376 applies to the entire premises, smoking shall be prohibited in areas of food preparation.

Article 7 (Monitoring) In order to monitor the smoking ban on public transport, the pilot, operator or conductor and support staff shall be responsible for compliance and monitoring together with users and the transport agency. In case of incompliance, they shall be subject to the corresponding penalties.

Article 8 (Warnings) The warnings referred to in article 5, numeral III, of Supreme Decree No. 29376 shall be printed on an area taking up at least 50 %, including borders, of both sides of cigarette packets, cigarette packages, cigar cases or bags of pipe tobacco, covering the bottom 50 % of the front and back side on white background with black Arial-type lettering, in accordance with the technical specifications mentioned in the Annex attached, entitled: “Graphic regulation for the use of warnings in packaging and advertising of cigarettes and other tobacco products”.

Article 9 (Validity) In application of article 5, numeral III, of Supreme Decree No. 29376, the warnings referred to in numeral III of the same article shall be included in the manner set forth in article 8 of this Regulation as of 13 December 2009 without a need for prior communication of their content. From that moment, importers and producers of tobacco products shall be obliged to include the aforementioned warning captions and any others the Ministry of Health and Sports may issue in future.

Article 10 (Changes) The Ministry of Health and Sports, by Ministerial Decision, shall approve the warning captions and pictograms applicable and convey them to the producers and importers of tobacco products through their publication and insertion in a national newspaper, and provide national and import industries with an electronic copy of the designs.

Starting from the date of publication, the producers and importers of tobacco products shall be given 180 days to adjust the packaging of their products; after this date, tobacco products without the new approved warning captions and pictograms shall not be dispatched through customs. Likewise, once the 180 days following the publication of the Ministerial Decision have elapsed, national industries may not fabricate products in packaging without the new warning captures and pictograms.

Article 11 (Pictograms) Once instructions are given for printing pictograms, their design shall be handed out to producers and importers of tobacco products at least 180 days before their entry into force, and shall be printed in the bottom 50 % of the back of cigarette packets, cigarette packages, cigar cases or pipe tobacco bags, replacing one of the warning captures, respecting the background colour and dimensions of the design handed out by the Ministry of Health and Sports.

Article 12 (Rotation) Once the approving Ministerial Decision has entered into force, importers and producers of tobacco products shall use the warning captions and pictograms referred to in article 5. Paragraph III of Supreme Decree No. 29376 and others issued by the Ministry of Health and Sports in future concurrently and on a rolling basis; i.e. they shall display all warnings simultaneously in similar proportions on all bulk imports and domestic products.

Article 13 (Other warnings) Pursuant to the provisions of article 5, paragraph VII of Supreme Decree No. 29376, on one lateral side, in Arial-type lettering and proportionate to the size of the packet and the surface area to be used, the phrase “**The smoke of each cigarette you smoke contains, among other toxins, tar, which is carcinogenic; nicotine, an addictive substance; carbon monoxide, a toxic gas found in car exhaust fumes; arsenic, a chemical used in rat poison**” shall be added, on 50 % of the remaining space on the same side, the warning “**Sale to minors prohibited**” shall be applied.

Article 14 (Misleading descriptions) In order to ensure that tobacco product packaging and labelling do not promote a tobacco product by any means that are false, misleading or deceptive or likely to create an erroneous impression about its characteristics, health effects, hazards or emissions, it is forbidden to include or print on packets or packaging of tobacco products any direct or indirect references to tar, nicotine, carbon monoxide or other emissions levels. Neither may this information be used as part of a brand name.

Tobacco products may not claim that they:

- (a) Represent a lower health hazard or are less harmful than other tobacco products
- (b) Contain reduced levels or none of one or several harmful components of smoke
- (c) Do not contain additives, are completely natural or organic

The use of the following expressions is prohibited: light, mild, organic, natural or any other alluding to alleged properties that would make their consumption less harmful.

The Ministry of Health and Sports shall be competent to evaluate new tobacco products, based on scientific data, and, if necessary, exclude them within the scope of this regulation.

## Chapter IV

### Sale of Tobacco Products

Article 15 (Prohibition of sale) The sale of tobacco products is subject to the following prohibitions:

- (a) The direct sale of products within less than one hundred (100) metres of any health facility or primary or secondary education establishment.
- (b) The sale of tobacco products to persons under 18 years of age.
- (c) The sale of cigarette packets containing less than 10 units.
- (d) The distribution free of charge of tobacco products for promotional purposes.
- (e) The promotion or distribution of toys or sweets in the form of tobacco products or tobacco related products that might be attractive to minors.
- (f) The entry into the national customs territory of toys or sweets in the form of tobacco products or tobacco related products.

Article 16 (Self-service) In supermarkets or other similar establishments the cashier or salesperson shall be responsible for verifying that persons buying tobacco products are at least 18 years of age. Employers shall be held accountable for relevant offences committed by their employees, unless express provisions are made in the company's labour regulation.

Article 17 (Distance) For the purpose of the ban on the sale of tobacco products within less than 100 meters from any health facility or education establishment, the distance shall be determined by the shortest way from the public/pupil entrance and/or exit of these establishments to the tobacco product vending point in question, including if they are located inside shopping malls or at designated cash registers.

Article 18 (Loose cigarettes) The prohibition in article 15 (c) of this regulation shall cover the sale of loose cigarettes and any cigarette packet containing less than 10 units.

Article 19 (Samples) The provision in article 15 (d) of this regulation does not cover the distribution of cigarette samples free of charge to persons over 18 years of age that voluntarily agreed to participate in cigarette sampling.

## Chapter V

### Tobacco advertising, promotion and sponsoring

Article 20 (Ban on advertising, promotion and sponsoring) Any type of direct or indirect advertising, promotion or sponsoring of tobacco products on radio, television, print media, billboards or any other external medium is prohibited, pursuant the provisions of article 13 of Supreme Decree N. 29376 and in conformity with this regulation.

Advertising of prices must not involve brand logos.

Article 21 (Points of sale) Pursuant to the provisions of article 13, paragraph II, of Supreme Decree No. 29376, tobacco product advertising is permitted inside points of sale, subject to the following conditions:

- (a) Display of one of the warnings set forth in article 5, paragraph III, of Supreme Decree No. 29376 on 10 % of the display area, or of the period during which the advertising element is displayed, in black Arial-type letters on white background and proportional to the designated area.
- (b) For product displays at the point of sale, the health warning shall be followed by the phrase “Sales to minors under 18 are prohibited” in the same area designated for the warning referred to in the previous paragraph.
- (c) Tobacco product advertising may not include suggestions that promote the product by any means that are false, misleading or deceptive or likely to create an erroneous impression about its characteristics, health effects, hazards or emissions, it is forbidden to include or print on packets or packaging of tobacco products any direct or indirect references to tar, nicotine, carbon monoxide or other emissions levels. Neither may this information be used as part of a brand name.
- (d) It is prohibited to advertise tobacco products claiming that they represent a lower health hazard or are less harmful than other tobacco products; contain reduced levels or none of one or several harmful components of smoke; do not contain additives, are completely natural or organic.

The use of the following expressions on any type of advertising element is prohibited: light, mild, organic, natural or other health-related references.

Article 22 (Indoor advertising) Pursuant to the provisions of article 13, paragraph II, of Supreme Decree No. 29376, staff in charge of points of sale shall ensure that indoor advertising is located within the perimeter of the business location, and faces inside if there are any windows, showcases and/or doors.

Article 23 (Advertising on street kiosks and elsewhere) For the purpose of the provisions of article 13, paragraph II, of Supreme Decree No. 29376 prohibiting the display of tobacco products visible from the outside in street kiosks, open-air stalls and any other type of street vending, “display” means painting sales logos or labels on street kiosks, displaying of tobacco product logos or brand names, or placing tobacco product displays outside street kiosks or open-air stalls.



Article 24 (Targeted advertising) Smokers over 18 years of age may participate in advertising campaigns or receive consented advertising of tobacco products, by way of material inserted in tobacco product packets or other types of packaging or via the Internet, e-mail, telephone, text messages or other, provided that the means used can reasonably ensure that the recipients are over 18 years of age and, in addition, smokers.

## Chapter VI

### Education and Prevention

Article 25 (Activities) The municipal governments, heads of primary, secondary, regular and alternative education establishments, in coordination with the teaching staff and parents' and family associations and the community, and centres of higher education (institutes of higher education and other education facilities), shall formulate an annual plan of activities aimed at disseminating information about the harm caused by tobacco and preventing its consumption.

Article 26 (Course content) The subject matter "Prevention of drug use and awareness-raising" shall be incorporated in the new curriculum (currently being formulated) as part of the organizational health focal point and the organizational focal point for socio-communitarian values).

Article 27 (Further education) In the annual programming of educational and/or cultural activities, national, departmental and municipal authorities shall take account of the following objectives:

- (a) The implementation of information campaigns and campaigns to counter misinformation in educational establishments about the risk involved in tobacco consumption, promoting healthy lifestyles and behaviours.
- (b) The implementation of education campaigns using mass media of social communication, mainly aimed at fostering new generations of non-smokers.
- (c) The promotion and planning of oversight procedures to ensure compliance with the regulations governing the advertising, sale, distribution and consumption of products intended for smoking.
- (d) The development of social awareness of the right of non-smokers to breath air that is not contaminated by tobacco smoke.
- (e) The formulation of free assistance programmes for tobacco consumers interested in quitting, facilitating their rehabilitation;
- (f) Encouraging new generations not to fall into the habit of smoking, especially pregnant women and breast-feeding mothers, highlighting the health risks smoking poses for their children;
- (g) The dissemination of knowledge about smoking-related illnesses, their consequences and forms of prevention and treatment.

## Chapter VII

### Information

Article 28 (Information) In application of article 8 of Supreme Decree No. 29376, all tobacco companies and importers shall submit annual lists containing:

1. A list of all ingredients used in the manufacturing of imported or locally produced and sold tobacco products, indicating maximum amounts used.



2. Determination by brand of levels of the following components in the main smoke flow: tar (ISO 4387), nicotine (ISO 10315) and carbon monoxide (ISO 8454), obtained via ISO measurement processes, and backed by reports from a laboratory accredited under ISO 17025/IEC 17025:2005 and obtained through periodic measurements carried out at least twice a year. The accuracy of these indicators shall be established in accordance with ISO 8243.

## Chapter VIII

### Monitoring systems for Labelling

Article 29 (Systems) Pursuant to the provisions of article 23, paragraph III, of Supreme Decree No. 29376, for the purpose of establishing a monitoring system for labelling for tobacco product manufacturers and importers, by law tobacco product packaging must be labelled in such a way as to make it possible to determine whether the product is genuine or counterfeit, follow-up or track the genuine product, and monitor and check the volume of production.

This provision does not force manufacturers or importers to adopt measures that are not commercially feasible. However, pursuant to a decision by the tax administration, the cost of meters or other production measuring tools may be financed by taxpayers, in accordance with the provisions of article 10 of Supreme Decree No. 24053.

This system shall enter into force once a consensus has been reached within the industry, importers and tax and oversight bodies, and must meet the following requirements:

- (a) Apply a visible tag or set of visible tags consisting of secure alphanumeric codes on cigarette packaging or any other primary or secondary packaging of other tobacco products, in such a way as to identify: manufacturing date, place and manufacturing device, and the country or customs territory where the product will be sold.
- (b) Apply a visible tag or set of tags in the form of bar codes on cigarette crates or outside packaging of other tobacco products.
- (c) Ensure that the generation of the tag or set of tags is secure, with the goals of protecting against their falsification counterfeiting, imitation or unauthorized reproduction.

## Chapter IX

### System of sanctions

Article 30 (Penalties). Incompliance with the provisions of this regulation shall be punishable by:

- (a) Formal warning.
- (b) Non-compliance with the provisions of chapters V and VI of this regulation shall be punishable by a fine in legal tender equivalent to the value for the end consumer of between fifty (50) and one thousand (1,000) special accounting units related to housing known as “Unidades de Fomento a la Vivienda” (UFV)
- (c) Non-compliance with the provisions of chapters II, III and IV of this regulation shall be liable to a fine in legal tender equivalent to the value for the end consumer of between fifty (50) and one thousand (1,000) special accounting units related to housing known as “Unidades de Fomento a la Vivienda” (UFV); in case of recidivism, the fine shall amount to three thousand (3,000) units of UFV.

- (d) Decommissioning and destruction of materials and products elaborated or sold in violation of the provisions of this Regulation.
- (e) Repeated non-compliance with the provisions of chapter IV of this Regulation shall be punishable with temporary closure of the business premises where the offences are being committed.

The offenders shall deposit the funds to pay the fine in an account the Ministry of Health and Sports shall set up for the prevention of nicotine addiction and the rehabilitation of addicted smokers, as well as purposes set forth in this Regulation.

Physical or legal persons having been punished who commit another of the offences provided in this Regulation shall be considered recidivists.

Article 31. The penalties provided in paragraphs (b), (c), (d) and (e) of the previous article are cumulative and shall be adjusted in accordance with their gravity or recurrence.

Article 32. The penalties provided in this Regulation shall be imposed through the national or local health or business authorities that have adhered to this regulation, when necessary, without prejudice to other competent bodies.

Article 33. The offences committed shall be punishable in accordance with the administrative procedures established in the Administrative Procedure Act.

## Chapter X

### Implementing Authority

Article 34. The provisions of this regulation shall be complied with and compliance enforced by units of the Ministries of Health and Sports, Education and Economy and Public Finance, in coordination with departmental and municipal governments, the national police, and National Customs, throughout the national territory within their jurisdiction.

These sections shall conduct ex officio inspections or inspections requested by the institutions referred to in this regulation, in order to verify compliance with its provisions.

Article 35. In order to fulfil the objectives of this regulation, the Ministries of Health and Sports and Education shall develop programmes, projects and actions for the prevention and fight against smoking and, together with municipal governments, shall take measures to implement them. Likewise, the Ministry of Economy and Public Finance shall coordinate measures relating to monitoring and labelling systems with the tax authorities.

## Chapter XI

### Complementary provisions

Article 36. The monitoring activities set forth in this regulation shall be funded with resources from:

- (a) Fines collected;
- (b) State budget allocations earmarked for this purpose;
- (c) Donations and bequests made for this very use.

### Final provisions

First. The provisions of chapters II and IV of this regulation shall enter into force 60 days after its publication.

Second. Pending the entry into force of the provisions of article 5 of Supreme Decree No. 29376 concerning health warnings on cigarette packets and tobacco product packaging, the health warnings established in Supreme Decree No. 27053 shall remain in effect.

Third. For the purpose of implementing article 8 of Supreme Decree No. 29376 on measuring arsenic levels, this data shall be included in list No. 2 mentioned in article 28 of this regulation once a relevant ISO method has been adopted.

Forth. The application of health warnings provided in article 5 of Supreme Decree No. 29376 shall take effect for cigarette packets and packages as of the date set forth in the provision. However, its mandatory use in advertising elements shall come into effect 180 days after the publication of this Regulation, pursuant to with the provisions of chapter V of this regulation.

Fifth. Once the Bolivian Institute of Quality and Standardization (IBNORCA) has adopted a national technical standard or national technical specification for tobacco products, its application shall be mandatory for manufacturers and importers of tobacco products as of 12 December 2009. Until then, it shall not be necessary to supply ISO 9000 certification for the import of those products, meaning products specified in article 2 of Supreme Decree 29376, but not raw tobacco imported for the national industry.

Sixth. Smoke-free health facilities and primary and secondary, alternative and special education establishments must be identified by cast-coated acrylic signs of at least 60 cm in height by 40 cm in width, with the main caption written in a 80-100-point capital letters displaying the logo "Smoke-free premises" and the following text: "In accordance with the Regulation to Act No. 3029, smoking is not permitted on these premises. We invite our distinguished and valued visitors to partake in this decision."

Graphics regulations for the use of warnings on cigarette and other tobacco product packaging and advertising

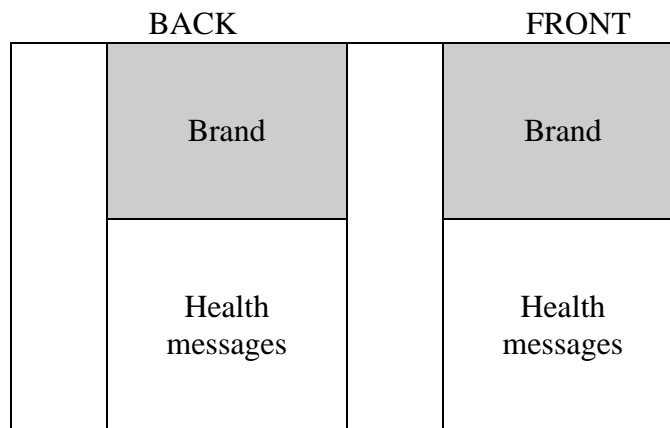
Annex to the specific regulation for the administration of Act No. 3029  
of the Framework Convention on Tobacco Control (FCTC)

Document drafted by:

Roberto Flores  
Addiction manager  
Ministry of Health and Sport

1. Implementation of health warnings on packages of 20 cigarettes

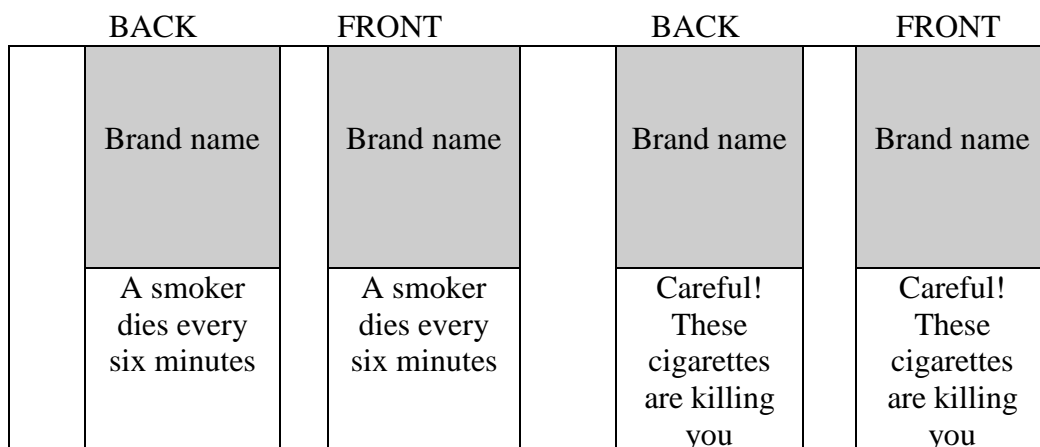
Health warnings must be displayed on both sides in the bottom half of the package and occupy 50 % of its surface, including the borders. The warnings must be written in black letters on white background.



50 % of the total surface area

Border-width: 0.5 mm

1.1 Example for the use of health warnings on packages of 20 cigarettes



BACK		FRONT	
	Brand name		Brand name
	Smoking during pregnancy harms your baby's health		Smoking during pregnancy harms your baby's health

1.1 Example for the use of health warnings on packages containing 20 cigarettes (continued)

BACK	FRONT	BACK	FRONT
Brand name	Brand name	Brand name	Brand name
Don't harm your children by smoking in their presence	Don't harm your children by smoking in their presence	Smoking may cause cancer, heart disease and respiratory diseases	Smoking may cause cancer, heart disease and respiratory diseases

BACK	FRONT
Brand name	Brand name
There are no cigarettes that are less harmful to your health	There are no cigarettes that are less harmful to your health

1.2 Typeface used for health warnings on packages containing 20 cigarettes

CAREFUL! THESE CIGARETTES ARE KILLING YOU	SMOKING DURING PREGNANCY DAMAGES THE HEALTH OF YOUR BABY
A SMOKER DIES EVERY SIX MINUTES	SMOKING MAY CAUSE CANCER, HEART DISEASE AND RESPIRATORY DISEASES
DON'T HARM YOUR CHILDREN BY SMOKING IN THEIR PRESENCE	THERE ARE NO CIGARETTES THAT ARE LESS HARMFUL TO YOUR HEALTH

2. Use of other warnings on the lateral side of packages containing 20 cigarettes

The warning label on the lateral side of the package must cover 50 % of the total surface of the lateral side and be designed in clearly visible letters and colour(s) contrasting with the design of the package. The ban for minors must be indicated on the same side, in clearly visible letters and colour(s) contrasting with the design of the package.

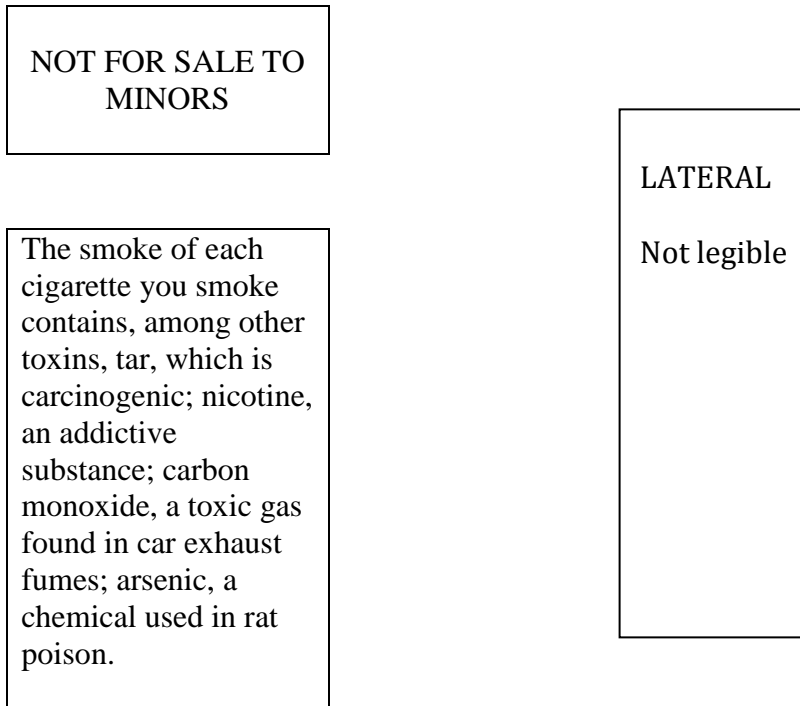
Space for the ban for minors

	BACK		FRONT
	Brand name	Not for sale to minors	Brand name
	Health messages	Text of the warning on the lateral side	Health messages

50 % of the total surface of the lateral side

The surface of the lateral side of the package set aside for other warnings not occupied by the warning label or the ban on minors may be used for printing other legal requirements.

2.1. Examples of other warnings on the lateral side of packages containing 20 cigarettes



2.2. Typeface used on the lateral side of packages containing 20 cigarettes

NOT FOR SALE TO MINORS	FREEHAND	ILLUSTRATOR
<p>The smoke of each cigarette you smoke contains, among other toxins, tar, which is carcinogenic; nicotine, an addictive substance; carbon monoxide, a toxic gas found in car exhaust fumes; arsenic, a chemical used in rat poison.</p>	<p>Not legible</p> <p>Not legible</p>	<p>Not legible</p> <p>Not legible</p>

3. Use of health warnings on packages of 10 cigarettes

Health warnings must be displayed on both sides in the bottom half of the package and occupy 50 % of its surface, including borders. The warnings must be written in black letters on white background.



BACK		FRONT	
	Brand name		Brand name
	Health messages		Health messages

50 % of the total surface area

Border-width: 0.5 mm

3.1. Example for the use of health warnings on packages containing 10 cigarettes (continued)

BACK	FRONT	BACK	FRONT
Brand name	Brand name	Brand name	Brand name
One smoker dies every six minutes	One smoker dies every six minutes	Careful! These cigarettes are killing you	Careful! These cigarettes are killing you

BACK	FRONT
Brand name	Brand name
Smoking during pregnancy harms your baby's health	Smoking during pregnancy harms your baby's health

BACK		FRONT		BACK		FRONT	
Brand name		Brand name		Brand name		Brand name	
Don't harm your children by smoking in their presence		Don't harm your children by smoking in their presence		Smoking may cause cancer, heart disease and respiratory diseases		Smoking may cause cancer, heart disease and respiratory diseases	

BACK		FRONT	
Brand name		Brand name	
There are no cigarettes that are less harmful to your health		There are no cigarettes that are less harmful to your health	

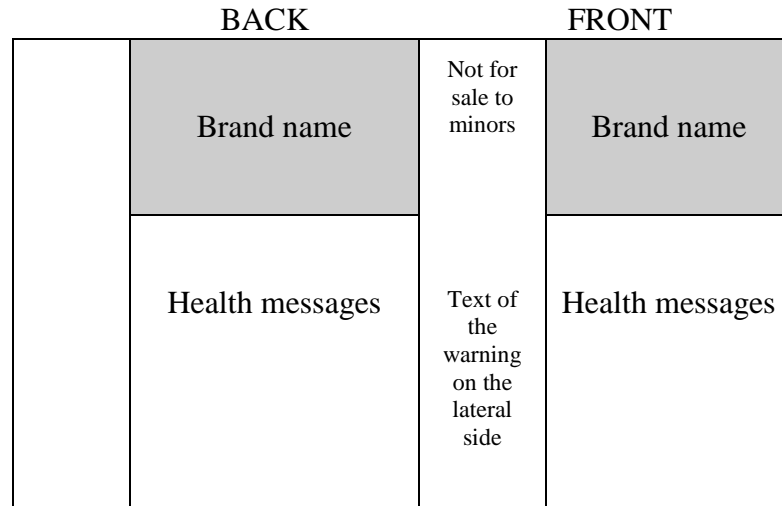
3.2. Typeface used for health warnings on packages containing 10 cigarettes

CAREFUL! THESE CIGARETTES ARE KILLING YOU	SMOKING DURING PREGNANCY DAMAGES THE HEALTH OF YOUR BABY
A SMOKER DIES EVERY SIX MINUTES	SMOKING MAY CAUSE CANCER, HEART DISEASE AND RESPIRATORY DISEASES
DON'T HARM YOUR CHILDREN BY SMOKING IN THEIR PRESENCE	THERE ARE NO CIGARETTES THAT ARE LESS HARMFUL TO YOUR HEALTH

4. Use of other warnings on the lateral side of packages containing 10 cigarettes

The warning label on the lateral side of the package must cover 50 % of the total surface of the lateral side and designed in sufficiently visible letters and colour(s) contrasting with the design of the package. The prohibition for minors must be indicated on the same side, in clearly visible letters and colour(s) contrasting with the design of the package.

Space for the prohibition for minors



50 % of the total surface of the side

The surface of the lateral side of the package set aside for other warnings not occupied by the warning label or the ban on minors may be used for printing other legal requirements.

4.1. Examples of other warnings on the lateral side of packages containing 10 cigarettes

NOT FOR SALE TO  
MINORS

The smoke of each cigarette you smoke contains, among other toxins, tar, which is carcinogenic; nicotine, an addictive substance; carbon monoxide, a toxic gas found in car exhaust fumes; arsenic, a chemical used in rat poison.

LATERAL

Not legible

## 4.2. Typeface used on the lateral side of packages containing 10 cigarettes

NOT FOR SALE TO MINORS	FREEHAND	ILLUSTRATOR
<p>The smoke of each cigarette you smoke contains, among other toxins, tar, which is carcinogenic; nicotine, an addictive substance; carbon monoxide, a toxic gas found in car exhaust fumes; arsenic, a chemical used in rat poison.</p>	<p>Not legible</p> <p>Not legible</p>	<p>Not legible</p> <p>Not legible</p>

## 5. Pictogram

IMAGE  
WITH BOX

The picture, including box, should occupy 50 % of the total surface of the back of each cigarette package.

The required border-width of 0.5 cm should be strictly observed as shown in the regulation.

The file format provided to manufacturers or importers should in be high resolution, in Illustrator or FreeHand, and should include photos in PDS (Photoshop) format. This file must have a minimum resolution of 300 dpi in CMYK and must be printed in a minimum resolution of 120 dpi.

## 5.1. Use of pictograms on packages containing 20 cigarettes

The warning label should be printed on the bottom part at the front of the package and must occupy 50 % of the total surface, including borders. The warning must be written in black letters on white background.

The pictogram should be printed on the bottom part of the back of the package and must occupy 50 % of the total surface, including borders.

BACK		FRONT
Brand name		Brand name
Image with box		Image with box

Border-width: 0.5 mm

50 % of the total surface area

5.2. Examples for the use of pictograms on packages containing 20 cigarettes

	BACK		FRONT		BACK		FRONT
	Brand name		Brand name		Brand name		Brand name
	IMAGE WITH BOX		One smoker dies every six minutes		IMAGE WITH BOX		Careful! These cigarettes are killing you

	BACK		FRONT
	Brand name		Brand name
	IMAGE WITH BOX		Smoking during pregnancy harms your baby's health

5.2. Examples for the use of pictograms on packages containing 20 cigarettes (continued)

BACK		FRONT		BACK		FRONT	
	Brand name		Brand name		Brand name		Brand name
	IMAGE WITH BOX		Don't harm your children by smoking in their presence		IMAGE WITH BOX		Smoking may cause cancer, heart disease and respiratory diseases

BACK		FRONT	
	Brand name		Brand name
	IMAGE WITH BOX		There are no cigarettes that are less harmful to your health

5.3. Use of pictograms on packages containing 10 cigarettes

The warning label should be printed on the bottom part at the front of the package and must occupy 50 % of the total surface, including borders. The warning must be written in black letters on white background.

The pictogram should be printed on the bottom part of the back of the package and must occupy 50 % of the total surface, including borders.

BACK		FRONT	
	Brand name		Brand name
	Health messages		Health messages

Border-width 0.5 mm

50 % of the total surface area

5.4. Examples for the use of pictograms on packages containing 10 cigarettes

	BACK		FRONT		BACK		FRONT
	Brand name		Brand name		Brand name		Brand name
	IMAGE WITH BOX		One smoker dies every six minutes		IMAGE WITH BOX		Careful! These cigarettes are killing you

	BACK		FRONT
	Brand name		Brand name
	IMAGE WITH BOX		Smoking during pregnancy harms your baby's health

5.5. Examples for the use of pictograms on packages containing 10 cigarettes (continued)

	BACK		FRONT		BACK		FRONT
	Brand name		Brand name		Brand name		Brand name
	IMAGE WITH BOX presence		Don't harm your children by smoking in their presence		IMAGE WITH BOX		Smoking may cause cancer, heart disease and respiratory diseases



BACK		FRONT	
	Brand name		Brand name
	IMAGE WITH BOX		There are no cigarettes that are less harmful to your health

6. Use of health warnings on labels of other tobacco products with cylindrical packaging

6.1. Horizontal health messages

Border-width: 0.5 mm

There are no cigarettes that are less harmful to your health	BRAND NAME
Image with box	

50 % of the total surface area of the side

6.2. Vertical health messages

BRAND NAME	
IMAGE WITH BOX	THERE ARE NO CIGARETTES THAT ARE LESS HARMFUL TO YOUR HEALTH

50 % of the total surface area of that side

Border-width: 0.5 mm

## 7. Use in advertising material

## 7.1. Examples of vertical messages

Advertising		Advertising		Advertising	
10 %	A smoker dies every six minutes	10 %	Careful! These cigarettes are killing you	10 %	Smoking during pregnancy harms your baby's health

## 7.1. Examples of vertical messages (continued)

Advertising		Advertising		Advertising	
10 %	Don't harm your children smoking in their presence	10 %	Smoking may cause cancer, heart disease and respiratory diseases	10 %	There are no cigarettes that are less harmful to your health

7.2. Typeface used for vertical formats

A SMOKER DIES EVERY SIX MINUTES	FreeHand  ARIAL BOLD BODY TEXT SPACING SINGLE: 0 Pt ALIGNMENT: CENTRED
CAREFUL! THESE CIGARETTES ARE KILLING YOU	
SMOKING DURING PREGNANCY HARMS YOUR BABY'S HEALTH	
DON'T HARM YOUR CHILDREN SMOKING IN THEIR PRESENCE	
SMOKING MAY CAUSE CANCER, HEART DISEASE AND RESPIRATORY DISEASES	
THERE ARE NO CIGARETTES THAT ARE LESS HARMFUL TO YOUR HEALTH	

7.3. Examples of horizontal messages

Advertising			Advertising	
10 %	A smoker dies every six minutes		10 %	Careful! These cigarettes are killing you

Advertising	
10 %	Smoking during pregnancy harms your baby's health

7.3. Examples of horizontal messages (continued)

Advertising			Advertising	
10 %	Don't harm your children smoking in their presence		10 %	Smoking may cause cancer, heart disease and respiratory diseases

Advertising	
10 %	There are no cigarettes that are less harmful to your health

7.2. Typeface used for horizontal formats

	FreeHand
A SMOKER DIES EVERY SIX MINUTES	ARIAL BOLD BODY TEXT SPACING SINGLE: 0 Pt ALIGNMENT: CENTRED
CAREFUL! THESE CIGARETTES ARE KILLING YOU	ARIAL BOLD BODY TEXT SPACING SINGLE: 0 Pt ALIGNMENT: CENTRED
SMOKING DURING PREGNANCY HARMS YOUR BABY'S HEALTH	ARIAL BOLD BODY TEXT SPACING SINGLE: 0 Pt ALIGNMENT: CENTRED
DON'T HARM YOUR CHILDREN SMOKING IN THEIR PRESENCE	ARIAL BOLD BODY TEXT SPACING SINGLE: 0 Pt ALIGNMENT: CENTRED
SMOKING MAY CAUSE CANCER, HEART DISEASE AND RESPIRATORY DISEASES	ARIAL BOLD BODY TEXT SPACING SINGLE: 0 Pt ALIGNMENT: CENTRED

<p>THERE ARE NO CIGARETTES THAT ARE LESS HARMFUL TO YOUR HEALTH</p>	<p>ARIAL BOLD BODY TEXT SPACING SINGLE: 0 Pt ALIGNMENT: CENTRED</p>
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8. Warnings for establishments

8.1. Warnings for establishments where smoking is permitted

<p>21 cm</p>	<p>SMOKING IS PERMITTED ON THESE PREMISES: SMOKING SERIOUSLY HARMS THE HEALTH OF ACTIVE AND PASSIVE SMOKERS – ACT NO. 3029</p>
	<p>29 cm</p>

8.2. Typeface for warnings of establishments where smoking is permitted

<p>SMOKING IS PERMITTED ON THESE PREMISES: SMOKING SERIOUSLY HARMS THE HEALTH OF ACTIVE AND PASSIVE SMOKERS – ACT NO. 3029</p>	<p>FreeHand  ARIAL BOLD BODY TEXT SPACING SINGLE: 0 Pt ALIGNMENT: CENTRED</p>
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8.3. Warnings for establishments with designated smoking areas

<p>21 cm</p>	<p>THIS PREMISES HAS DESIGNATED SMOKING AREAS</p>
	<p>29 cm</p>

## 8.4. Typeface for warnings in establishments with designated smoking areas

<p>THIS PREMISES HAS DESIGNATED SMOKING AREAS</p>	<p>FreeHand ARIAL BOLD BODY TEXT SPACING SINGLE: 0 Pt ALIGNMENT: CENTRED</p>
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## 9. Warnings for public institutions

60 cm	<p>IN ACCORDANCE WITH THE REGULATION TO ACT NO. 3029, SMOKING IS NOT PERMITTED ON THESE PREMISES.  WE SUGGEST THAT OUR DISTINGUISHED AND VALUED VISITORS PARTAKE IN THIS DECISION.</p>
	40 cm

## 9.1. Typeface for warnings in public institutions

<p>IN ACCORDANCE WITH THE REGULATION TO ACT NO. 3029, SMOKING IS NOT PERMITTED ON THESE PREMISES.  WE INVITE OUR DISTINGUISHED AND VALUED VISITORS PARTAKE IN THIS DECISION.</p>	<p>FreeHand ARIAL BOLD BODY TEXT SPACING SINGLE: 0 Pt ALIGNMENT: CENTRED</p>
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