

## SECRETARIAT OF HEALTH

**AGREEMENT whereby notification is given of the series of captions, images, pictograms, health messages and information that must appear on all packs of tobacco products, and on all packaging and external labeling thereof starting on March 24, 2013.**

In the margin, a seal with the National Coat of Arms, which says: United Mexican States.- Secretariat of Health.

SALOMON CHERTORIVSKI WOLDENBERG, Secretary of Health, on the basis of Articles 4, paragraph four of the Political Constitution of the United Mexican States; 17, 26 and 39, sections I, VII, XVI, XXI and XXIV of the Organic Law of Federal Public Administration; 3, sections XII, XX and XXII, 13, box A), sections IX and X and 17 Bis of the General Law of Health; 5, section IV, 12, section IV, 15, section III, 18, 19, 20, 21 and 22 of the General Law for the Control of Tobacco; 5, section V, 30, 31, 32, 34, 35 and 37 of the Regulation of the General Law for the Control of Tobacco.

### WHEREAS

Article 4 of the Political Constitution of the United Mexican States enshrines the right of all people to the protection of their health;

The Framework Convention for Tobacco Control of the WHO, published in the *Diario Oficial* of the Federation on May 12, 2004, whose approval by the Senate of the Republic gave it the standing of a Supreme Law pursuant to what Article 133 of Political Constitution of the United Mexican States establishes in its Article 11 regarding the obligation of each signatory country to adopt and implement, on the basis of its legislation, effective measures so that on packages and containers of tobacco products, and on all packaging and external labeling thereof, there should appear health warnings that describe the harmful effects of the consumption of tobacco, as well as other appropriate messages, on an alternating basis, in large, clear, legible text, approved by the competent national authority. Moreover, such warnings and messages may consist of images or pictograms, and furthermore, they shall contain information on the relevant components of the tobacco products and their emissions;

Article 12, section IV, of the General Law for the Control of Tobacco, Transitory provision Five of the Decree for its promulgation, and Article 5, section V of its Regulation, establish the obligation incumbent upon the Secretary of Health to publish in the *Diario Oficial* of the Federation mandatory provisions of a general nature that govern the formulation, approval, application, use and incorporation of captions, images, pictograms and health messages that are to be included on packages of tobacco products, and on all packaging and external labeling thereof;

Article 18 of the General Law for the Control of Tobacco establishes the requirement that there should appear on all packages of tobacco products, and on all packaging and external labeling thereof, captions, pictograms or images of warnings that show the harmful effects of consuming tobacco products;

On December 24, 2009, the AGREEMENT whereby notification is given of the series of captions, images, pictograms, health messages and information that must appear on all packs of tobacco products, and on all packaging and external labeling thereof, was published in the *Diario Oficial* of the Federation, which

establishes in its Annex I the pictograms and Health Messages that packs of tobacco products and all packaging and labeling thereof must exhibit, as of September 24, 2010;

On May 9, 2011, the Agreement in which diverse elements are amended whereby notification is given of the provisions for the formulation, approval, application, use and incorporation of captions, images, pictograms, health messages and information that must appear on all packs of tobacco products, and on all packaging and external labeling thereof, and notification is given of the series of captions, images, pictograms, health messages and information that must appear on all packs of tobacco products, and on all packaging and external labeling thereof as of September 24, 2011, whereby the Third Transitory Provision of the Agreement indicated in the foregoing paragraph was amended, in order to establish that the Secretariat of Health would publish the series of pictograms and captions that would, as appropriate, replace or supplement the preceding ones, within a period of time sufficient to allow the parties in question to comply with the applicable provisions for packaging and external labeling of tobacco products, determining their frequency and dates for entry into force.

On July 23, 2012 the Agreement whereby notification is given of the series of captions, images, pictograms, health messages and information that must appear on all packs of tobacco products, and on all packaging and external labeling thereof as of September 24, 2012, was published in the *Diario Oficial* de la Federation; and

On this date it is necessary to give notification of the series of captions, images, pictograms, health messages and information that must appear on all packs of tobacco products, and on all packaging and external labeling thereof, which shall take effect as of March 24, 2013, wherefore I do find it expedient to issue the following:

**AGREEMENT WHEREBY NOTIFICATION IS GIVEN OF THE SERIES OF CAPTIONS, IMAGES, PICTOGRAMS, HEALTH MESSAGES AND INFORMATION THAT MUST APPEAR ON ALL PACKS OF TOBACCO PRODUCTS AND ON ALL PACKAGING AND EXTERNAL LABELING THEREOF, AS OF MARCH 24, 2013,**

**ONE.-** Notification is given through Annex 1 of this Agreement of the series of captions, images, pictograms, health messages and information that must appear on all packs of tobacco products, and on all packaging and external labeling thereof, that shall be required as of March 24, 2013, through March 23, 2014.

**TWO.-** The health messages and pictograms established in Annex 1 must appear an equal amount during the period of time indicated in the foregoing item, for each brand of tobacco products manufactured, produced or imported and distributed within the national territory, without favoring one brand over another, and with the following schedule:

- a) The pictograms contained in the aforementioned Annex marked as 1, 2, 3 and 4 must appear on all packs of tobacco products, and on all packaging and external labeling thereof sold within the national territory, as of March 24, 2013, through September 23, 2013.

- b) From September 24, 2013, through March 23, 2014, the pictograms contained in the Annex in question marked as 5, 6, 7 and 8 must begin to appear on all packs of tobacco products, and on all packaging and external labeling thereof sold in the national territory.

In order to comply with what is set forth in the foregoing paragraph, companies that produce and import tobacco products shall be solely responsible for the use as well as the time and manner of application of the pictograms heretofore indicated, such that they must plan the schedule for printing in accordance with their semiannual production.

**THREE.-** Tobacco products that, upon being used or consumed, do not produce smoke, in addition to what is indicated in the Agreement whereby notification is given of the provisions for the formulation, approval, application, use and incorporation of the captions, images, pictograms, health messages and information that must appear on all packs of tobacco products, and on all packaging and external labeling thereof, published in the *Diario Oficial* of the Federation on December 24, 2009, must include on 100% of the surface of one of the lateral faces of any packs produced, manufactured or imported and that are distributed within the national territory, the captions indicated in sub-paragraph C of Annex 1 of this Agreement, without favoring one brand over another and in accordance with the following schedule:

- a) The caption marked as C.1, must appear on tobacco products that do not generate smoke and that have been produced, manufactured or imported into the national territory, as of March 24, 2013, through September 23, 2013.
- b) The caption marked as C.2, must appear on tobacco products that do not generate smoke and that have been produced, manufactured or imported into the national territory, as of September 24, 2013, through March 23, 2014

In order to comply with what is set forth in the foregoing paragraph, companies that produce and import tobacco products shall be solely responsible for the use as well as the time and manner of application of the captions heretofore indicated, such that they must plan the schedule for printing in accordance with their semiannual production.

**FOUR.-** In the event of failure to comply with the provisions established in this Agreement, the security measures established in Chapter Two, Title Four of the Regulation of the General Law for the Control of Tobacco, without impairment to any applicable sanctions and penalties, shall be applicable, in accordance with the respective legal provisions.

**FIVE.-** The Secretariat of Health, through the National Office for the Control of Tobacco of the National Center for the Prevention and Control of Addictions, undertakes to make available in both print and digital format the contents of Annex 1 indicated in this agreement, for which the templates can be downloaded and used, without any modification on the part of the Tobacco Industry.

#### **TRANSITORY PROVISIONS**

**ONE.-** This Agreement shall enter into force on March 24, 2013.

**TWO.-** Annex 1 of this Agreement, replaces in scope and content the Annex 1 referred to in the Agreement, which provides notification of the series of captions, images, pictograms, health messages and information that must appear on all packs of tobacco products and on all

packaging and external labeling thereof, published in the *Diario Oficial* of the Federation on July 23, 2012.

Mexico, Federal District, November twenty-eighth, two thousand and twelve – The Secretary of Health,  
**Salomón Chertorivsky Woldenberg.**- Stamp.

**ANNEX 1 OF THE AGREEMENT WHEREBY NOTIFICATION IS GIVEN OF THE SERIES OF CAPTIONS, IMAGES, PICTOGRAMS, HEALTH MESSAGES AND INFORMATION THAT MUST APPEAR ON ALL PACKS OF TOBACCO PRODUCTS AND ON ALL PACKAGING AND EXTERNAL LABELING THEREOF, AS OF MARCH 24, 2013.**

**A) CHARACTERISTICS THAT PACKS OF TOBACCO PRODUCTS AND ALL PACKAGING AND LABELING THEREOF MUST EXHIBIT:**

**Pictogram and health message 1**

<p>[IMAGE]</p> <p>SMOKING IS HARMFUL TO YOUR CHILDREN</p> <hr/> <p>PICTOGRAM</p> <p>The image of the pictogram must cover at least 30% of the upper part of the front face of the box or pack of cigarettes.</p> <p>TEXT OF PICTOGRAM</p> <p>Neue Helvetica Bold 10 pt., in upper case and condensed to 75% maximum, 100% minimum.</p>	<p>ASTHMA</p> <p>The Secretariat of Health informs you:</p> <p>The toxic elements in tobacco smoke cause irritation of the bronchial passages and drastically increase the risk of asthma attacks.</p> <hr/> <p>CONTAINS NITROGEN OXIDES</p> <p>Gases that cause inflammation and obstruction of the bronchial passages.</p> <hr/> <p>Dare to quit smoking. Call us at 01 800 966-3863</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">TOBACCO SMOKE CAUSES ASTHMA ATTACKS</p>
<p style="text-align: center;"><b>HEALTH MESSAGE</b></p> <p style="text-align: center;">100% of the rear face of the pack or box.</p>		
<p>HEADING</p> <p>Neue Helvetica Bold 11 pt., in upper case, with interline spacing of 14 pt., 100% high and 100% wide, text centered.</p> <p>No folds of the box should cross a line of text.</p> <p>CENTRAL MESSAGE</p> <p>Neue Helvetica Bold 9 pt., with interline spacing of 12 pt., 100% high and 100%, inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically between the heading and the panel.</p>	<p>PANEL</p> <p>Content:</p> <p>Neue Helvetica Bold 9 pt., with interline spacing of 11 pt., 100% high and 100% wide, interlettering normal or zero; the first line in upper case, text centered and subsequent text in upper and lower case, text aligned to the left, without word breaks.</p> <p>Placement: to the left 2 mm from the panel; below 2 mm, measuring from the base line of the last indent; above 2 mm from the panel, measured from the top to the first indent.</p> <p>Panel:</p> <p>Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the prototype above with a line of 1 pt. thickness. The panel is to be placed 6 mm from the line at the base of the recommendation and 2 mm from the left fold of the box.</p> <p>RECOMMENDATION AND HELP NUMBER</p> <p>Neue Helvetica Bold 9.5 pt., with interline spacing of 12 pt., 100% high and 100% wide, text centered, with the phone help-line number in 10 pt.</p> <p>Between the base line of the help phone number and the line of the fold of the lower edge of the box there should be 4 mm of free space.</p>	<p>SIDE WARNING</p> <p>Neue Helvetica Bold 11 pt., with interline spacing of 13 pt., 100% high and 100% wide, text centered.</p> <p>COLOR</p> <p>The color of the typeface and the line of the panel must be Pantone 115 with color selection (CMYK) at 10% magenta and 80% yellow.</p> <p>TYPEFACE PERMITTED</p> <p>Neue Helvetica Bold (may be replaced by Helvetica Bold or Arial Bold).</p>

**Pictogram and health message 2**

<p style="text-align: center;">[IMAGE]</p> <p style="text-align: center;"><b>SMOKING IS HARMFUL TO YOUR BABY</b></p> <hr/> <p><b>PICTOGRAM</b> The image of the pictogram must cover at least 30% of the upper part of the front face of the box or pack of cigarettes.</p> <p><b>TEXT OF PICTOGRAM</b> Neue Helvetica Bold 10 pt., in upper case and condensed to 75% maximum, 100% minimum.</p>	<p style="text-align: center;"><b>LOW BIRTH WEIGHT</b></p> <p>The Secretariat of Health informs you: Cigarette smoking during pregnancy causes a reduction of up 300 grams in a fetus</p> <hr/> <p style="text-align: center;"><b>CONTAINS CADMIUM</b></p> <p>A metal that causes premature detachment of the placenta</p> <hr/> <p style="text-align: center;">Dare to quit smoking. Call us at 01 800 966-3863</p>	<p><b>THIS PRODUCT IS HARMFUL TO YOUR FETUS</b></p>
<p><b>HEALTH MESSAGE</b> 100% of the rear face of the pack or box.</p>		
<p><b>HEADING</b> Neue Helvetica Bold 11 pt., in upper case, with normal interline spacing, 100% high and 100% wide, text centered. No folds of the box should cross a line of text.</p> <p><b>CENTRAL MESSAGE</b> Neue Helvetica Bold 9 pt., with interline spacing of 12 pt., 100% high and 100%, interline spacing normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically between the heading and the panel.</p>	<p><b>PANEL</b> Content: Neue Helvetica Bold 9 pt., with interline spacing of 11 pt., 100% high and 100% wide, interline spacing normal or zero; the first line in upper case, text centered and subsequent text in upper and lower case, text aligned to the left, without word breaks. Placement: to the left 2 mm from the panel; below 2 mm, measuring from the base line of the last indent; above 2 mm from the panel, measured from the top to the first indent.</p> <p>Panel: Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the prototype above with a line of 1 pt. thickness. The panel is to be placed 6 mm from the line at the base of the recommendation and 2 mm from the left fold of the box.</p> <p><b>RECOMMENDATION AND HELP NUMBER</b> Neue Helvetica Bold 9.5 pt., with interline spacing of 12 pt., 100% high and 100% wide, text centered, with the phone help-line number in 10 pt. Between the base line of the help phone number and the line of the fold of the lower edge of the box there should be 4 mm of free space.</p>	<p><b>SIDE WARNING</b> Neue Helvetica Bold 11 pt., with interline spacing of 13 pt., 100% high and 100% wide, text centered.</p> <p><b>COLOR</b> The color of the typeface and the line of the panel must be Pantone 115 with color selection (CMYK) at 10% magenta and 80% yellow.</p> <p><b>TYPEFACE PERMITTED</b> Neue Helvetica Bold (may be replaced by Helvetica Bold or Arial Bold).</p>

**Pictogram and health message 3**

<p>[IMAGE] BREAST CANCER</p> <hr/> <p><b>PICTOGRAM</b> The image of the pictogram must cover at least 30% of the upper part of the front face of the box or pack of cigarettes.</p> <p><b>TEXT OF PICTOGRAM</b> Neue Helvetica Bold 10 pt., in upper case and condensed to 75% maximum, 100% minimum.</p>	<p><b>BREAST CANCER</b></p> <p>The Secretariat of Health informs you:</p> <p>Tobacco use in young women increases the risk of getting breast cancer by 70%.</p> <hr/> <p><b>CONTAINS</b> 4-AMINOBIHENYL</p> <p>A toxic compound that causes cancer and mutations</p> <hr/> <p>Dare to quit smoking. Call us at 01 800 966-3863</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>THE MAIN CAUSE OF DEATH IN WOMEN IS BREAST CANCER</b></p>
<p style="text-align: center;"><b>HEALTH MESSAGE</b> 100% of the rear face of the pack or box.</p>		
<p><b>HEADING</b> Neue Helvetica Bold 11 pt., in upper case, with normal interline spacing, 100% high and 100% wide, text centered. No folds of the box should cross a line of text.</p> <p><b>CENTRAL MESSAGE</b> Neue Helvetica Bold 9 pt., with interline spacing of 12 pt., 100% high and 100%, inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically between the heading and the panel.</p>	<p><b>PANEL</b> Content: Neue Helvetica Bold 9 pt., with interline spacing of 11 pt., 100% high and 100% wide, interlettering normal or zero; the first line in upper case, text centered and subsequent text in upper and lower case, text aligned to the left, without word breaks. Placement: to the left 2 mm from the panel; below 2 mm, measuring from the base line of the last indent; above 2 mm from the panel, measured from the top to the first indent. Panel: Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the prototype above with a line of 1 pt. thickness. The panel is to be placed 6 mm from the line at the base of the recommendation and 2 mm from the left fold of the box.</p> <p><b>RECOMMENDATION AND HELP NUMBER</b> Neue Helvetica Bold 9.5 pt., with interline spacing of 12 pt., 100% high and 100% wide, text centered, with the phone help-line number in 10 pt. Between the base line of the help phone number and the line of the fold of the lower edge of the box there should be 4 mm of free space.</p>	<p><b>SIDE WARNING</b> Neue Helvetica Bold 11 pt., with interline spacing of 13 pt., 100% high and 100% wide, text centered.</p> <p><b>COLOR</b> The color of the typeface and the line of the panel must be Pantone 115 with color selection (CMYK) at 10% magenta and 80% yellow.</p> <p><b>TYPEFACE PERMITTED</b> Neue Helvetica Bold (may be replaced by Helvetica Bold or Arial Bold).</p>

**Pictogram and health message 4**

<p>[IMAGE] PULMONARY EMPHYSEMA</p> <hr/> <p><b>PICTOGRAM</b> The image of the pictogram must cover at least 30% of the upper part of the front face of the box or pack of cigarettes.</p> <p><b>TEXT OF PICTOGRAM</b> Neue Helvetica Bold 10 pt., in upper case and condensed to 75% maximum, 100% minimum.</p>	<p>PULMONARY EMPHYSEMA</p> <p>The Secretariat of Health informs you:</p> <p>Pulmonary emphysema causes a slow and very painful death.</p> <hr/> <p><b>CONTAINS COBALT</b> A metal used in the metallurgical industry. It causes pulmonary fibrosis.</p> <hr/> <p>Dare to quit smoking. Call us at 01 800 966-3863</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>DEATH BY ASPHYXIATION</b></p>
<p style="text-align: center;"><b>HEALTH MESSAGE</b> 100% of the rear face of the pack or box.</p>		
<p><b>HEADING</b> Neue Helvetica Bold 11 pt., in upper case, with normal interline spacing, 100% high and 100% wide, text centered. No folds of the box should cross a line of text.</p> <p><b>CENTRAL MESSAGE</b> Neue Helvetica Bold 9 pt., with interline spacing of 12 pt., 100% high and 100%, interlettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically between the heading and the panel.</p>	<p><b>PANEL</b> Content: Neue Helvetica Bold 9 pt., with interline spacing of 11 pt., 100% high and 100% wide, interlettering normal or zero; the first line in upper case, text centered and subsequent text in upper and lower case, text aligned to the left, without word breaks. Placement: to the left 2 mm from the panel; below 2 mm, measuring from the base line of the last indent; above 2 mm from the panel, measured from the top to the first indent. Panel: Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the prototype above with a line of 1 pt. thickness. The panel is to be placed 6 mm from the line at the base of the recommendation and 2 mm from the left fold of the box.</p> <p><b>RECOMMENDATION AND HELP NUMBER</b> Neue Helvetica Bold 9.5 pt., with interline spacing of 12 pt., 100% high and 100% wide, text centered, with the phone help-line number in 10 pt. Between the base line of the help phone number and the line of the fold of the lower edge of the box there should be 4 mm of free space.</p>	<p><b>SIDE WARNING</b> Neue Helvetica Bold 11 pt., with interline spacing of 13 pt., 100% high and 100% wide, text centered.</p> <p><b>COLOR</b> The color of the typeface and the line of the panel must be Pantone 115 with color selection (CMYK) at 10% magenta and 80% yellow.</p> <p><b>TYPEFACE PERMITTED</b> Neue Helvetica Bold (may be replaced by Helvetica Bold or Arial Bold).</p>



**Pictogram and health message 5**

<p>[IMAGE] SMOKING WILL STOP YOUR HEART</p> <hr/> <p><b>PICTOGRAM</b> The image of the pictogram must cover at least 30% of the upper part of the front face of the box or pack of cigarettes.</p> <p><b>TEXT OF PICTOGRAM</b> Neue Helvetica Bold 10 pt., in upper case and condensed to 75% maximum, 100% minimum.</p>	<p><b>HEART ATTACK</b></p> <p>The Secretariat of Health informs you:</p> <p>In Mexico, 1 out of every 2 heart attacks is caused by tobacco consumption.</p> <hr/> <p><b>CONTAINS LEAD</b></p> <p>A toxic metal that causes damage to the brain, the kidneys, the heart and other organs of the body.</p> <hr/> <p>Dare to quit smoking. Call us at 01 800 966-3863</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>SMOKING DESTROYS YOUR ARTERIES</b></p>
<p style="text-align: center;"><b>HEALTH MESSAGE</b> 100% of the rear face of the pack or box.</p>		
<p><b>HEADING</b> Neue Helvetica Bold 11 pt., in upper case, with normal interline spacing, 100% high and 100% wide, text centered. No folds of the box should cross a line of text.</p> <p><b>CENTRAL MESSAGE</b> Neue Helvetica Bold 9 pt., with interline spacing of 12 pt., 100% high and 100%, inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically between the heading and the panel.</p>	<p><b>PANEL</b> Content: Neue Helvetica Bold 9 pt., with interline spacing of 11 pt., 100% high and 100% wide, interlettering normal or zero; the first line in upper case, text centered and subsequent text in upper and lower case, text aligned to the left, without word breaks. Placement: to the left 2 mm from the panel; below 2 mm, measuring from the base line of the last indent; above 2 mm from the panel, measured from the top to the first indent. Panel: Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the prototype above with a line of 1 pt. thickness. The panel is to be placed 6 mm from the line at the base of the recommendation and 2 mm from the left fold of the box.</p> <p><b>RECOMMENDATION AND HELP NUMBER</b> Neue Helvetica Bold 9.5 pt., with interline spacing of 12 pt., 100% high and 100% wide, text centered, with the phone help-line number in 10 pt. Between the base line of the help phone number and the line of the fold of the lower edge of the box there should be 4 mm of free space.</p>	<p><b>SIDE WARNING</b> Neue Helvetica Bold 11 pt., with interline spacing of 13 pt., 100% high and 100% wide, text centered.</p> <p><b>COLOR</b> The color of the typeface and the line of the panel must be Pantone 115 with color selection (CMYK) at 10% magenta and 80% yellow.</p> <p><b>TYPEFACE PERMITTED</b> Neue Helvetica Bold (may be replaced by Helvetica Bold or Arial Bold).</p>

**Pictogram and health message 6**

<p>[IMAGE] SMOKING</p> <p><b>YOU WILL LOSE MORE THAN YOUR LOOKS</b></p> <hr/> <p><b>PICTOGRAM</b> The image of the pictogram must cover at least 30% of the upper part of the front face of the box or pack of cigarettes.</p> <p><b>TEXT OF PICTOGRAM</b> Neue Helvetica Bold 10 pt., in upper case and condensed to 75% maximum, 100% minimum.</p>	<p><b>STROKE</b></p> <p>The Secretariat of Health informs you:</p> <p>Tobacco use clogs your arteries and causes strokes or cerebral hemorrhages.</p> <hr/> <p><b>CONTAINS RADON</b></p> <p>A radioactive gas that causes cancer in human beings</p> <hr/> <p>Dare to quit smoking. Call us at 01 800 966-3863</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>SMOKING DAMAGES YOUR BRAIN</b></p>
<p><b>HEALTH MESSAGE</b> 100% of the rear face of the pack or box.</p>		
<p><b>HEADING</b> Neue Helvetica Bold 11 pt., in upper case, with normal interline, 100% high and 100% wide, text centered. No folds of the box should cross a line of text.</p> <p><b>CENTRAL MESSAGE</b> Neue Helvetica Bold 9 pt., with interline spacing of 12 pt., 100% high and 100%, inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically between the heading and the panel.</p>	<p><b>PANEL</b> Content: Neue Helvetica Bold 9 pt., with interline spacing of 11 pt., 100% high and 100% wide, interlettering normal or zero; the first line in upper case, text centered and subsequent text in upper and lower case, text aligned to the left, without word breaks. Placement: to the left 2 mm from the panel; below 2 mm, measuring from the base line of the last indent; above 2 mm from the panel, measured from the top to the first indent. Panel: Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the prototype above with a line of 1 pt. thickness. The panel is to be placed 6 mm from the line at the base of the recommendation and 2 mm from the left fold of the box.</p> <p><b>RECOMMENDATION AND HELP NUMBER</b> Neue Helvetica Bold 9.5 pt., with interline spacing of 12 pt., 100% high and 100% wide, text centered, with the phone help-line number in 10 pt. Between the base line of the help phone number and the line of the fold of the lower edge of the box there should be 4 mm of free space.</p>	<p><b>SIDE WARNING</b> Neue Helvetica Bold 11 pt., with interline spacing of 13 pt., 100% high and 100% wide, text centered.</p> <p><b>COLOR</b> The color of the typeface and the line of the panel must be Pantone 115 with color selection (CMYK) at 10% magenta and 80% yellow.</p> <p><b>TYPEFACE PERMITTED</b> Neue Helvetica Bold (may be replaced by Helvetica Bold or Arial Bold).</p>

**Pictogram and health message 7**

<p>[IMAGE] YOU CHOOSE</p> <hr/> <p><b>PICTOGRAM</b> The image of the pictogram must cover at least 30% of the upper part of the front face of the box or pack of cigarettes.</p> <p><b>TEXT OF PICTOGRAM</b> Neue Helvetica Bold 10 pt., in upper case and condensed to 75% maximum, 100% minimum.</p>	<p><b>PREMATURE DEATH</b></p> <p>The Secretariat of Health informs you:</p> <p>Tobacco addicts die 15 years earlier than non-smokers.</p> <hr/> <p><b>CONTAINS</b> <b>HYDROGEN CYANIDE</b></p> <p>A volatile and poisonous chemical compound. Inhibits cellular respiration.</p> <hr/> <p>Dare to quit smoking. Call us at 01 800 966-3863</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>PREMATURE DEATH</b></p>
<p style="text-align: center;"><b>HEALTH MESSAGE</b> 100% of the rear face of the pack or box.</p>		
<p><b>HEADING</b> Neue Helvetica Bold 11 pt., in upper case, with normal interline, 100% high and 100% wide, text centered. No folds of the box should cross a line of text.</p> <p><b>CENTRAL MESSAGE</b> Neue Helvetica Bold 9 pt., with interline spacing of 12 pt., 100% high and 100%, interline spacing normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically between the heading and the panel.</p>	<p><b>PANEL</b> Content: Neue Helvetica Bold 9 pt., with interline spacing of 11 pt., 100% high and 100% wide, interline spacing normal or zero; the first line in upper case, text centered and subsequent text in upper and lower case, text aligned to the left, without word breaks. Placement: to the left 2 mm from the panel; below 2 mm, measuring from the base line of the last indent; above 2 mm from the panel, measured from the top to the first indent. Panel: Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the prototype above with a line of 1 pt. thickness. The panel is to be placed 6 mm from the line at the base of the recommendation and 2 mm from the left fold of the box.</p> <p><b>RECOMMENDATION AND HELP NUMBER</b> Neue Helvetica Bold 9.5 pt., with interline spacing of 12 pt., 100% high and 100% wide, text centered, with the phone help-line number in 10 pt. Between the base line of the help phone number and the line of the fold of the lower edge of the box there should be 4 mm of free space.</p>	<p><b>SIDE WARNING</b> Neue Helvetica Bold 11 pt., with interline spacing of 13 pt., 100% high and 100% wide, text centered.</p> <p><b>COLOR</b> The color of the typeface and the line of the panel must be Pantone 115 with color selection (CMYK) at 10% magenta and 80% yellow.</p> <p><b>TYPEFACE PERMITTED</b> Neue Helvetica Bold (may be replaced by Helvetica Bold or Arial Bold).</p>

**Pictogram and health message 8**

<p style="text-align: center;">[IMAGE] CLEFT PALATE</p> <hr/> <p><b>PICTOGRAM</b> The image of the pictogram must cover at least 30% of the upper part of the front face of the box or pack of cigarettes.</p> <p><b>TEXT OF PICTOGRAM</b> Neue Helvetica Bold 10 pt., in upper case and condensed to 75% maximum, 100% minimum.</p>	<p style="text-align: center;"><b>CLEFT PALATE</b></p> <p>The Secretariat of Health informs you:</p> <p>Tobacco use during pregnancy is associated with deformations of the fetus such as cleft lip and palate</p> <hr/> <p style="text-align: center;"><b>CONTAINS NAPHTHALENE</b></p> <p>A chemical that is used in the manufacture of gasoline</p> <hr/> <p style="text-align: center;">Dare to quit smoking. Call us at 01 800 966-3863</p>	<p><b>SMOKING CAUSES DEFORMITIES</b></p>
<p><b>HEALTH MESSAGE</b> 100% of the rear face of the pack or box.</p>		
<p><b>HEADING</b> Neue Helvetica Bold 11 pt., in upper case, with normal interline spacing, 100% high and 100% wide, text centered. No folds of the box should cross a line of text.</p> <p><b>CENTRAL MESSAGE</b> Neue Helvetica Bold 9 pt., with interline spacing of 12 pt., 100% high and 100%, inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically between the heading and the panel.</p>	<p><b>PANEL</b> Content: Neue Helvetica Bold 9 pt., with interline spacing of 11 pt., 100% high and 100% wide, interlettering normal or zero; the first line in upper case, text centered and subsequent text in upper and lower case, text aligned to the left, without word breaks. Placement: to the left 2 mm from the panel; below 2 mm, measuring from the base line of the last indent; above 2 mm from the panel, measured from the top to the first indent. Panel: Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the prototype above with a line of 1 pt. thickness. The panel is to be placed 6 mm from the line at the base of the recommendation and 2 mm from the left fold of the box.</p> <p><b>RECOMMENDATION AND HELP NUMBER</b> Neue Helvetica Bold 9.5 pt., with interline spacing of 12 pt., 100% high and 100% wide, text centered, with the phone help-line number in 10 pt. Between the base line of the help phone number and the line of the fold of the lower edge of the box there should be 4 mm of free space.</p>	<p><b>SIDE WARNING</b> Neue Helvetica Bold 11 pt., with interline spacing of 13 pt., 100% high and 100% wide, text centered.</p> <p><b>COLOR</b> The color of the typeface and the line of the panel must be Pantone 115 with color selection (CMYK) at 10% magenta and 80% yellow.</p> <p><b>TYPEFACE PERMITTED</b> Neue Helvetica Bold (may be replaced by Helvetica Bold or Arial Bold).</p>

**PICTOGRAM**

The image of the pictogram must cover at least 30% of the upper part of the back face of the box or pack of cigarettes.

For packs of tobacco products, and on all packaging and external labeling thereof whose surface may prove insufficient for the proper and prominent inclusion of the images and pictograms in 30%, producers and importers of tobacco products can include the image and pictogram in 50% of the front face of the box or pack of cigarettes.

**PICTOGRAM TEXT**

Neue Helvetica Bold 10 pt., **in upper case**, condensed to maximum width 75%, minimum 100%, in yellow letters

**HEALTH MESSAGE****HEADING**

Neue Helvetica Bold 11 pt., in upper case, with interline spacing of 14 pt., 100% high and 100% wide, interlettering normal or zero, **in upper case, text centered**. No folds of the box should cross a line of text, on black background with yellow letters.

**CENTRAL MESSAGE**

Neue Helvetica Bold 9 pt., with interline spacing of 12 pt., 100% high and 100%, inter-lettering normal or zero, **in upper and lower case, text aligned to the left**, centered vertically between the heading and the panel on a black background with yellow letters.

**PANEL**

Content:

Neue Helvetica Bold 9 pt., with interline spacing of 11 pt.; **the first line in upper case, text centered and subsequent text in upper and lower case, aligned to the left**, without word breaks on a black background with yellow letters.

Placement: to the left 2 mm from the panel; below 2 mm, measuring from the base line of the last indent; above 2 mm from the panel, measured from the top to the first indent.

**Panel:**

Rectangle 5.1 cm wide, of variable height (depending on paragraph indents) with a line of 1 pt. thickness. The panel is to be placed 6 mm above the line at the base of the recommendation and 2 mm from the left fold of the box.

**HEALTH MESSAGE****SIDE FACE**

Neue Helvetica Bold 11 pt., interlined in 13 pt. spacing, **in upper case**, 100% high and 100% wide, interlettering normal or zero, text centered in the visible area on a black background with yellow lettering.

**HEALTH MESSAGE AND HELP NUMBER**

Neue Helvetica 9.5 pt., **in upper and lower case**, 100% (without condensing), text centered, with interline spacing of 12 pt., with the phone help-line number in 10 pt., interlettering normal or zero. Between the base line of the help phone number and the line of the fold of the lower edge of the box there should be 4 mm of free space.

Caption: For sale only in Mexico, cannot be placed in any of the spaces that, pursuant to Article 18 of the General Law for the Control of Tobacco, must be used for the insertion of health messages.

Typeface permitted

Neue Helvetica Bold (may be replaced by Helvetica Bold or Arial Bold).

Neue Helvetica (may be replaced by Helvetica or Arial).

If the package or box of tobacco products is different from that mentioned in sub-paragraph A) of this Annex, the following formulas are to be used as a basis for determining which surface is the front face of the package.

**B) MATHEMATICAL FORMULAS TO DETERMINE AREA CORRESPONDING TO FRONT FACE OF PACKS OF TOBACCO PRODUCTS.**

The main display surface should be stated in cm<sup>2</sup>, and be calculated as shown in the following sub-paragraphs:"

B.1) For rectangular areas, multiply height by width.

$$\begin{array}{l} \text{[diagram]} \\ \text{HEIGHT} = Y \quad [ \text{BRAND} ] \\ \text{WIDTH} = X \end{array}$$

$$\text{MAIN DISPLAY SURFACE} = (X) (Y)$$

B.2) For triangular surfaces, multiply height by width and divide by two:

$$\begin{array}{l} \text{[diagram]} \\ \text{HEIGHT} = Y \quad [ \text{BRAND} ] \\ \text{WIDTH} = X \end{array}$$

$$\text{MAIN DISPLAY SURFACE} = (X) (Y) / 2$$

B.3) For surfaces of cylindrical packs, 40% of the result of multiplying the height of the pack, excluding edges, necks and shoulders, by the perimeter of greatest circumference should be considered.

$$\text{DIAMETER} = X$$

[diagram]

$$\begin{array}{l} \text{HEIGHT} = Y \quad [ \text{BRAND} ] \\ \text{WIDTH} = X \end{array}$$

$$\text{MAIN DISPLAY SURFACE} = (X) (Y) (3.1416) (40) / 100$$

B.4) For circular surfaces multiply 3.1416 by the square of the radius:

[diagram]

[ BRAND ]

$$\text{MAIN DISPLAY SURFACE} = (3.1416) (r^2)$$

B.5) For polygonal surfaces calculate the area of the surface of the geometric figure:

[diagram]

APOTHEM

[ BRAND ]

PERIMETER

$$\text{MAIN DISPLAY SURFACE} = (\text{PERIMETER}) (\text{APOTHEM}) / 2$$

B.6) For irregular surfaces calculate the area of the surface of the geometric figure that best corresponds to such surface:

[diagram]

[ BRAND ]

$$\text{MAIN DISPLAY SURFACE} = (\text{BASE}) (\text{HEIGHT}) / 2$$

**C) CAPTIONS APPLICABLE TO TOBACCO PRODUCTS THAT DO NOT GENERATE SMOKE WHEN USED OR CONSUMED**

**C.1) Contains CADMIUM, a metal used in standard batteries and car batteries. Causes cancer**

**C.2) Contains ARSENIC, an extremely toxic and venomous compound.**

The captions indicated above should be printed in Arial typeface, in upper and lower case, with a minimum height of 6 millimeters, in highlighted or retouched yellow on a black background.

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