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**LEGAL REGULATIONS**

El Peruano  
Lima, Saturday, July 5, 2008

**375581**

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**HEALTH**

**REGULATIONS APPROVAL OF LAW NO 28705, GENERAL LAW ON PREVENTION  
AND CONTROL OF THE RISKS OF TOBACCO USE**

**SUPREME DECREE  
No. 015-2008-SA**

THE PRESIDENT OF THE REPUBLIC

WHEREAS:

By way of Law No. 28705 approval was made to the General Law on Prevention and Control of the Risks of Tobacco Use;

Article 19 of the above Law provides that the Executive Branch shall issue the corresponding regulatory statutes;

By way of Ministerial Resolution No. 432-2007/MINSA, prepublication of the regulatory bill was made ready, having received different support from public opinion;

Having borne the above referenced support in mind, it becomes necessary to approve the Regulations to Law No. 28705;

Pursuant to Article 118, Numeral 8) of the Political Constitution of Peru and Law No. 29158, Article 11, Numeral 3, the Organic Law of Executive Power;

DECREES:

**Article 1. – Approval**

To approve the Regulations for Law No. 28705, the General Law on Prevention and Control of the Risks of Tobacco Use, which includes three (3) Titles, forty-nine (49) Articles, three (3) Supplementary, Transitory and Final Provisions and six (6) Annexes, the same ones which form a comprehensive part of this Supreme Decree.

**Article 2. – Derogation**

All provisions which are in opposition to this Supreme Decree are hereby repealed.

**Article 3. – Ratification**

This Supreme Decree shall be ratified by the Ministry of Economy and Finance and the Ministry of Health.

Issued at the Presidential Palace in Lima on the fourth day of the month of July in the year two thousand eight.

Unofficial Translation

ALAN GARCÍA PÉREZ  
Constitutional President of the Republic

LUIS CARRANZA UGARTE  
Minister of Economy and Finance

HERNÁN GARRIDO-LECCA M.  
Minister of Health

**REGULATIONS FOR LAW NO. 28705,  
GENERAL LAW ON THE PREVENTION AND CONTROL  
OF THE RISKS OF TOBACCO USE**

**TITLE I**

**GENERAL PROVISIONS**

**Article 1. – Purpose**

This provision regulates Law No. 28705, the General Law on Prevention and Control of the Risks of Tobacco Use...

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...to protect the health of persons, families and the community against the health, social, environmental and economic consequences of tobacco use and the exposure to tobacco smoke. It likewise regulates the sale of tobacco products, ensures that their advertising, promotion and sale are aimed solely at persons of majority age and establishes the mechanisms for taxes and administrative penalty.

### Article 2. – Mention of References

Any mention in this regulation of the word "Law" shall be understood as referring to Law No. 28705, the General Law on Prevention and Control of the Risks of Tobacco Use.

Likewise, when reference is made to the word "Regulations", it refers to the Regulations of Law No. 28705, the General Law on Prevention and Control of the Risks of Tobacco Use.

### Article 3. – Area of Application

The Regulations apply to all individuals or legal entities who use, manufacture, sell, import, distribute or supply tobacco products. It also applies to persons who provide services for advertising, promotion or sponsorship to the tobacco industry.

### Article 4. – Definitions

1. **Open spaces or areas:** Physical spaces in a building, exposed to the open air.
2. **Closed spaces or areas:** Physical space inside a building, which by its architectural design or its arrangement, in some way limits the ventilation.
3. **Box:** Type of wrapping that contains a particular number of cigarettes.
4. **Carton:** Type of wrapping that contains cigarette boxes.
5. **Work centers:** Place in which employers and workers are found carrying out job activities. It also includes areas that serve the public.
6. **Control of tobacco products or of smoking:** Measures for the reduction in the sale and/or purchase of tobacco products for the purpose of improving public health.
7. **Public office:** Includes all National Entities.
8. **Package:** Any closed receptacle used to contain any tobacco product aimed at the user, including the materials authorized for wrapping that are in direct contact with the product (NTP 209.038). This term shall not include:
  - a. Primary packages not designed to be sold individually to the consumer.
  - b. Shipping containers or packages used solely for the transport of products in bulk or in large quantities to the manufacturers, packagers, processors or wholesale or retail distributors.
  - c. Auxiliary containers or external wrappers used to deliver the packages to retail consumers if they have no printed indication of any product in particular.
  - d. The containers used to show packages that are sold at retail when the container itself is not designed for sale.

e. Open containers or the transparent wrappers which have no written, printed or graphic indication that hinders seeing the rotating information, such as that shown in this Peruvian Petrologic Regulation.

**9. Labels:** Message placed on the box, carton, package or wrapping of tobacco products for their identification.

**10. Tobacco industry:** Includes the manufacturers, distributors, wholesalers and importers of tobacco products.

**11. Means of public transportation:** Includes vehicles designed for public transportation of passengers.

**12. Tobacco products:** Products prepared totally or in part by utilizing tobacco leaves as raw material and which are designed to be smoked, sucked, chewed or used as snuff.

**13. Advertising and promotion of tobacco products:** Suggestion or recommendation of any sort whose effect or possible effect is to directly or indirectly promote the use of tobacco products.

**14. Insignia:** Any label, brand or other descriptive or graphic material that has been written, printed, stenciled, marked in relief or low relief or adhered to the product, its package or packing. This ordinarily contains the following information: name or denomination of the product, country of manufacture, expiration date, storage conditions, observations, product net contents expressed in units of mass or volume, accordingly, name and legal address in Peru of the manufacturer or importer or packager or responsible distributor, as the case may be, as well as their Tax Identification Number (RUC) and the warning of the risk or danger which could result from the nature of the product, as well as its use, when these are predictable.

**15. Direct sale:** Personal transferral of a good.

**16. Indirect sale:** Transferral of a good by vending machines or other mechanisms involving no personal contact.

## TITLE II

### MEASURES RELATED TO TOBACCO CONTROL

#### CHAPTER I

#### PROTECTION

##### **Article 5. – Ban on Smoking in Public Places**

Smoking is banned in open and closed areas in public and private establishments dedicated to health and education, in public offices, and on means of public transportation.

##### **Article 6. – Smoking Area**

6.1 Owners, legal representatives and administrators of private work centers, restaurants, cafes, bars, hotel, sports centers and entertainment centers, as the case may be, may prepare an area designated for smokers, which may be no larger than twenty percent (20%) of the area assigned to serving the public. No minors shall be permitted to enter these areas.

6.2 The smoking area shall be separated physically from the rest of the establishment and must have proper mechanisms for ventilation and extraction of the smoke to the exterior which prevent contamination of the non-smoking areas and adjoining living areas.

6.3 The use of tobacco or tobacco products shall be permitted only in the areas for smokers to which this article refers.

#### **Article 7. – Municipal Inspections**

7.1 The municipal authority will perform inspections and periodic measurements of tobacco smoke contaminants at work centers, cafes, bars, hotels, sports centers and entertainment centers and shall penalize offenders pursuant to what is shown in Article 48 of these Regulations.

7.2 To measure environmental contaminants, the municipal authority shall utilize the technology it deems appropriate and may install mechanisms for such purpose in places serving the public and at work centers. The Ministry of Health shall establish the maximum permissible limits through Ministerial Resolution.

7.3 The removal, deterioration, loss or destruction of those elements designed to measure environmental contaminants shall be the responsibility of the owners or administrators, as the case may be.

#### **Article 8. – No Smoking Signs**

In places where smoking is banned as specified in Article 5 and in work centers, hotels, restaurants, cafes, bars, relaxation centers and other entertainment centers, no smoking signs will be placed at all entrances, in every interior space and in visible places, according to the dimensional area of the establishment of premises according to the model and characteristics shown in Annex No. 1 of these Regulations. Visibility of the signs will depend on the individual features of each establishment, so that they are perceptible to the end user.

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**Article 9. – Smoking Area Signs**

In the area designated for smokers, signs must be placed according to the model shown in Annex No. 2 of these Regulations.

**Article 10. – Signs on Public Transportation Vehicles**

In visible areas on public transportation vehicles no smoking signs must be placed according to the model shown in Annex No. 1. The number of signs will depend on the vehicle size, ensuring that they be visible to all passengers from anywhere they may be placed.

The signs will be provided by the Ministry of Health, who will be responsible for their distribution in coordination with the corresponding authorities.

**Article 11. – Municipal Oversight**

Municipalities shall oversee and enforce the provisions contained in these Regulations and shall apply the penalties according to their jurisdictions and powers as established by Law.

**Article 12. – Oversight by the Ministry of Health**

12.1 The Ministry of Health shall perform health oversight, which will include, among others, physical inspection of the signage in the places referenced in Articles 5, 8, 9 and 10 of the Regulations.

12.2 Breaches detected in these places, whose supervision and penalty are within the sphere of its jurisdiction, shall be made known to the Provincial or District Municipality, so it may initiate the corresponding actions.

**Article 13. – Ministry of Education Policies and Strategies**

13.1 The Ministry of Education shall establish policies and strategies for the prevention and reduction of risk factors resulting from tobacco use. It will also include in its curricular system (National Curricular Design) programs on prevention to avoid the initiation of smoking

13.2 The programs shall promote the participation of teachers, students and parents in national campaigns and mobilizations for “World No Tobacco Day” and others which contribute to that end. These programs will include the participation of every community and may under no circumstances have the auspices and/or participation of the tobacco industry.

13.3 The Ministry of Education shall coordinate with public and private universities to implement and develop programs for the prevention and control of smoking in the university environment.

**Article 14. – Health Programs for Prevention and Control**

The Ministry of Health shall coordinate health prevention and control programs related to the fight against smoking with other institutions and competent bodies on this matter.

**Article 15. – Educational and Informational Job of the State**

15.1 State media shall contribute and facilitate the educational and informational job of promoting health and prevention of smoking risks.

15.2 Likewise, the Peruvian Institute of Sport will actively participate in all promotional activities the Executive Branch may schedule for the anti-smoking fight.

**CHAPTER II**

**PACKAGING AND LABELING OF  
TOBACCO PRODUCTS**

**Article 16. – Labeling**

It is forbidden to include the following in any form of tobacco product packaging and in the advertising of these products: phrases, images and any other manner of message that may suggest less toxicity and/or less harm to health or which also associate tobacco use with success and popularity and/or that involves any type of health benefit.

**Article 17. – Adaptation of Labeling**

Tobacco product producers, importers and distributors must adapt the tobacco product packages in all forms aimed at the end user to the provisions established in these Regulations.

**Article 18. – Printing of Health Warnings on Wrappers or Tobacco Product Packages**

Cigarette packages and, in general, all tobacco product wrappers or packages aimed at the end user must bear one of the health warnings about the risks of smoking that were approved in these Regulations on fifty percent (50%) of one of the principal faces.

**Article 19. – Sales in the Domestic Market**

For the purposes of tobacco product sales in the domestic market as shown in Article 18 of these Regulations, the health warnings must be printed on every wrapper or package containing products to be sold to the end user. Importers shall be responsible for complying with the labeling of the indicated warnings for tobacco products prepared abroad, and manufacturers and/or distributors of tobacco products shall be responsible for products made in the country.

**Article 20. – Tobacco Products**

Remaining tobacco products, except for cigarettes in any form, may bear the health warnings printed on labels adhered to their wrappers, or as the case may be, on the product body, if it is sold without a wrapper.

### **Article 21. – Ban on Obscuration or Removal of the Health Warnings**

21.1 In no case may the health warning be covered by drawings, colors or strips printed on the paper or transparent plastic which surrounds the packages, nor be adhered to or printed on this paper. It also may not be covered by inserts or any other type of element placed between this wrapper and the packages.

21.2 In the event that an insert is included in the packages, the warning must be on both sides.

21.3 Health warnings must be printed on every package sold and on the packs contained inside it.

### **Article 22. – Health Warnings**

22.1 The health warnings are made up by the phrases and images shown in Annex No. 4 of these Regulations.

22.2 Phrases making up the health warnings are as follows:

- a. DANGER: Carbon Monoxide Causes Heart Disease and Tar Causes Cancer.
- b. DANGER: Tobacco Smoke Causes 55 Different Illnesses. 17 are Cancer.
- c. Smoking Causes Sexual Impotence.
- d. Smoking Causes Abortions.
- e. Smoking Leads to Lung Cancer.
- f. Tobacco Smoke Produces Asthma.
- g. Tobacco Smoke Hurts Your Baby.
- h. Nicotine is Highly Addictive.
- i. Smoking Causes Heart Attacks.
- j. Smoking Produces Cancer of the Mouth.
- k. Smoking Causes Strokes.

22.3 In the area designated for the health warnings, the phrase “Banned for Sale to Minors Under 18 Years of Age” will be included along with the phrase shown in numeral 24.1 of Article 24 of the Regulations. Through Ministerial Resolution of the Ministry of Health, the minimum proportions will be established so that all ....



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... the phrases making up the health warnings can be legible.

22.4 In places that sell tobacco products, the packages must be shown to the public by exposing the health warnings.

**Article 23. – Ban on Using Particular Terms on the Label**

It is prohibited to use the terms “Light”, “Ultra Light”, “Smooth”, “Super Smooth”, “Light”, “Ultralight” on the labeling of tobacco products as a form of advertising or promotion or synonyms and symbols which might suggest that the tobacco product content is comparatively less than another, less toxic or less addictive, on the labeling or inside the package of tobacco products.

**Article 24. – Reference to Carcinogenic Components**

24.1 On every sold tobacco product there must be the following message within the area designated for the health warning: "TOBACCO SMOKE CONTAINS MORE THAN 4,000 TOXIC SUBSTANCES, OF WHICH 50 PRODUCE CANCER. AMONG THESE ARE ARSENIC, PHOSPHORUS, CYANIDE AND AMMONIA".

24.2 On another side face of the package there must be information on the country of manufacture, the expiration date, the sale price and the tar, nicotine and carbon monoxide content, notwithstanding the provisions of Article 3 of Law No. 28405, Law on Manufactured Industrial Products Labeling.

24.3 All information on tobacco products or their advertising must be in the Spanish language.

**CHAPTER III  
COMMERCIALIZATION**

**Article 25. – Health Warning Sign**

The premises of those individuals or legal entities dedicated to tobacco product sales must post a sign in a visible place with the health warning: “TOBACCO USE IS HARMFUL TO HEALTH. ITS SALE IS BANNED TO MINORS UNDER 18 YEARS OF AGE”, according to the model shown in Annex No. 3 of these Regulations.

**Article 26. – Ban on the Sale of Tobacco Products**

The direct or indirect sale of tobacco products is banned, regardless of their form, inside any public or private establishment dedicated to health and education and in public offices.

**Article 27. – Sales to Minors**

The sale and supply of tobacco products to minors under the age of 18 is prohibited, whether for their own use or for third parties. In case of doubt, the establishments must demand the purchaser's identification.

**Article 28. – Promotional Distribution of Tobacco Products**

The promotional free distribution of tobacco products on public roadways or in establishments where minors under the age of 18 are allowed to enter is forbidden. In other places the distribution of tobacco products will be allowed only when it can be objectively and verifiably demonstrated that the recipient is of legal age.

**Article 29. – Promotional Distribution of Toys that Allude to Tobacco Products**

The promotion, sale, distribution and/or donation of toys that are in the shape of or allude to tobacco products or that may be attractive to minors (cigarettes, cigars, "puros", pipes, boxes and others) are banned.

**Article 30. – Vending Machines**

30.1 Vending machines for tobacco products are only permitted for the sale of tobacco products where minors under the age of 18 have no access.

30.2 Vending machines for tobacco products which have product advertising must have one of the health warning phrases on an area that is 15% of the space dedicated to advertising and with the same characteristics shown for advertising announcements. The packages which are exposed in the above-indicated machines must show the health warning to the public.

**CHAPTER IV**

**ADVERTISING, PROMOTION OR SPONSORSHIP  
OF TOBACCO PRODUCTS**

**Article 31. – Advertising Announcements**

31.1 Advertising announcements permitted by Law must have a health warning made up of one of the health messages prepared for cigarette packages in an area that is 15% of the advertising space.

31.2 The health warning must be legible and visible to the consumer, so that it must be placed on the lower portion of the advertising space in a box with a black background and white capital letters. Suggested is Arial Black font that maintains the proportions and features of the images according to the model in Annex No. 5 of the Regulations.

31.3 When dealing with bi-fold and tri-fold brochures or any other system with pages or multiple sides, the health messages must be repeated on each side in a space of 15% of each.

31.4 In advertising announcement where one or several tobacco product packages are shown, the side must be shown that shows the health warning. Any artifice to hide or

reduce the visibility of the health messages will be penalized pursuant to the Regulations.

**Article 32. – Rotation of Health Warnings in the Advertising**

For tobacco product advertising purposes, the health warnings must be rotated on a six (6) month period, pursuant to provisions of the Ministry of Health. These provisions shall be published in the “El Peruano” Official Gazette six months in advance. Otherwise, the same health warning used in the expiring period will continue to be used.

**Article 33. – Limitation on Graphic Advertising for Minors**

33.1 Direct and indirect tobacco product advertising is limited to newspapers or magazines aimed exclusively at those over the age of 18.

33.2 Tobacco advertising must not be exhibited nor placed within the reach of minors under the age of 18 in places catering to the public.

**Article 34. – Sponsorship of Tobacco Products**

It is prohibited to sponsor and/or publicize the brands, logos or other shapes that identify any tobacco product at events or activities aimed at minors under the age of 18.

**Article 35. – Permitted Advertising**

35.1 Permitted advertising must not include messages or images that suggest that success and/or popularity are increased by the act of smoking and/or that most people smoke. These announcements must not be associated with a healthy life by smoking.

35.2 The advertising of tobacco which contains images of minors under the age of 18 is prohibited.

**Article 36. – Advertising in Health and Educational Establishments**

36.1 All forms of tobacco product advertising in public or private establishments dedicated to health and education, whether public or private and in public offices, are prohibited.

36.2 Included in this ban shall be tobacco product advertising in all its forms that bears the manufacturer’s brand (alone or together with another word), the registered brand, the commercial name, the distinctive appearance, logo, isotype, graphic arrangement, design, slogan, symbol, saying, sales message, color or combination of recognizable colors or other elements that might permit the identification of any tobacco product or the company that sells or distributes it.

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### **Article 37. – Ban on Direct and Indirect Advertising**

Direct and indirect advertising and the use of tobacco product names, logos or brands are banned in the television media and open radio media or another similar medium. "Another similar medium" shall be understood as closed circuit radio and television, local radio and television community media and Web sites.

### **Article 38. – Ban on Advertising Around Educational Institutions**

All types of outdoor publicity for tobacco products are banned in public and private educational establishments. Included in this ban shall be the panels, signs, posters and announcements with similar purposes.

### **Article 39. – Ban on Advertising at Sporting Events**

All forms of direct and indirect tobacco advertising are banned at all kinds of sporting activities. Included in this ban is the promotion of logos, brands or other distinctive symbols that identify any tobacco product, as well as the sales promotion mechanism making up commercial advertising.

### **Article 40. – Ban on Advertising on Articles of Clothing and Accessories**

All forms of direct and indirect tobacco product advertising on articles of clothing and accessories, whether they are for gifts, sale, swap or promotion.

## TITLE III

### CONTROL, BREACHES AND PENALTIES

#### CHAPTER I

#### INSTITUTIONS RESPONSIBLE FOR OVERSIGHT AND COMPLIANCE OF THE REGULATIONS

### **Article 41. – Coordination for Fulfillment of these Regulations**

The Ministry of Health will coordinate with local governments, the Permanent National Commission in the Anti-Tobacco Fight (COLAT), SUNAT and INDECOPI on the actions needed for fulfillment of the Law and Regulations within the sphere of their respective jurisdictions.

### **Article 42. – Supplementary Systems of Municipal Oversight**

The municipal authority may implement other supplementary oversight systems to supervise fulfillment with the Law and its Regulations in the sphere of their jurisdictions.

### **Article 43. – Periodic Reports**

The Ministry of Health shall request periodic reports from the institutions responsible for oversight and compliance with the Law and these Regulations.

#### **Article 44. – Nationalization of Tobacco Products**

44.1 Prior to nationalization steps before SUNAT, cigarette boxes and other tobacco products made abroad must obligatorily comply with the standards referring to labeling and health warnings contained in the Regulations.

44.2 Once these products enter the domestic territory (primary zone), no label, tag or retagging may be placed as a step prior to their nationalization. Customs houses and Customs shippers, as the case may be, are responsible for not allowing the tagging during the operations set forth in Article 47 of the Regulations for the General Customs Law.

#### **Article 45. – Exceptions to the Tagging Requirement**

45.1 Excepted from the tagging requirement referenced in these Regulations are tobacco products found to be under the following conditions:

- a. As part of the baggage and household items carried by travelers with passport or official document when entering or leaving the country, pursuant to the Regulations on Baggage and Household Items, approved by Supreme Decree No. 016-2006-EF.
- b. As gifts through packages or postal shipments, international messengers, speed mail or couriers.
- c. Which come from the entry / departure of onboard provisions, from entry to Duty Free shops or any other special entry modality, provided that it is proven that they will not be destined for internal commercialization.
- d. As samples meant for research.

45.2 The exceptions set forth in numeral 45.1 do not include any method of donation or the entry of samples designed for exhibition, promotion and advertising.

#### **Article 46. – SUNAT Inspections**

46.1 SUNAT inspections, to which the third paragraph of Article 18 of the Law refers, shall be carried out during the physical inspections which are done, pursuant to the provisions of the General Customs Law and other corresponding legal provisions.

46.2 SUNAT inspection and verification regarding cigarette packaging and labeling, set forth in the Law, will be done at random, pursuant to the provisions of the prevailing General Customs Law and other pertinent legal provisions.

46.3 If during the physical inspection it is found that the merchandise does not comply with the provisions contained in Chapter II of these Regulations, where appropriate, this merchandise may not be nationalized, and the procedure set forth in the corresponding legal provisions must be followed.

## CHAPTER II

### BREACHES AND PENALTIES

#### **Article 47. – Penalizing Authority of INDECOPI**

Breaches of the provisions on advertising, labeling, promotion and sponsorship of tobacco products contained in Articles 31 and 40 of these Regulations will be penalized by the Unfair Competition Repression and the Consumer Protection Commissions of the Institute for the Defense of Competition and Intellectual Property (INDECOPI), pursuant to prevailing law.

#### **Article 48. – Penalizing Authority of the Municipalities**

Penalties for the breaches shown in these Regulations must be established by the competition Municipalities within the framework of the penalizing authority recognized by Article 46 of Law No. 27972, Organic Law of Municipalities, for which they will issue the corresponding Municipal Ordinances.

#### **Article 49. – Criteria for Qualifying Breaches and Imposing Penalties**

When applying the penalty, the competent authority must bear in mind the principles of reasonableness, uniformity and predictability shown in Article IV of the Preliminary Title of Law No. 27444, General Law of Administrative Procedure. Likewise, it must consider the principles regarding the Administration's penalizing authority, established in Article 230 of the cited Law.

### SUPPLEMENTARY, TRANSITORY AND FINAL PROVISIONS

#### **One. – Term**

These Regulations shall take effect on the day after their publication in the "El Peruano" Official Gazette, except for Articles 6, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 31, 32, 33, 34, 35, 36, 37, 38, 39 and 40, which will take effect 180 (one hundred eighty) calendar days from publication of the Regulations.

**Two. – Tobacco Product Importations in Process**

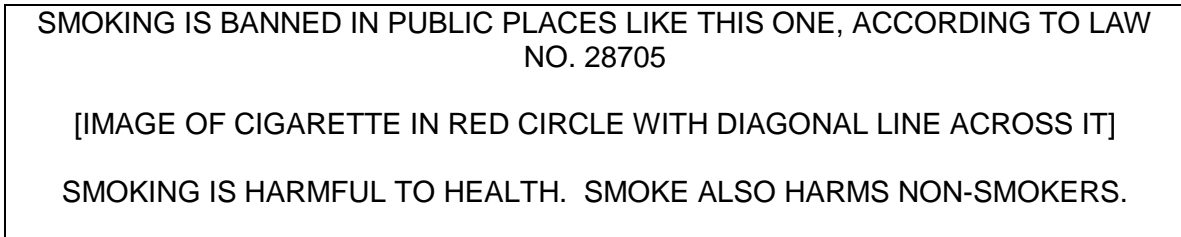
Excepted from the reaches of the Regulations are importations which on the date of the Regulations' approval have confirmed purchase orders, are in the process of being shipped or in the process of being received into the country.

**Three. – Powers of the Ministry of Health**

The Ministry of Health is empowered so that via Ministerial Resolution it can issue the provisions required to best apply the Regulations.

**ANNEX 1**

[Dimensions 30cm long x 21 cm wide]



**Design features:**

Background: White color

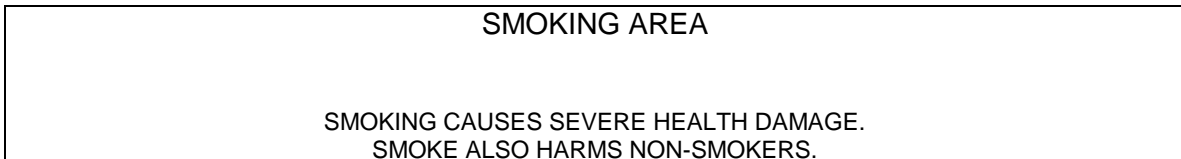
Color: Color of letters: Black, Color of circle: Red

Font: Arial and letter size in proportion to the model.

The measurements assigned are the minimum suggested.

**ANNEX NO. 2**

[Dimensions 60 cm long x 42 cm wide]



**Design features:**

Background: White color

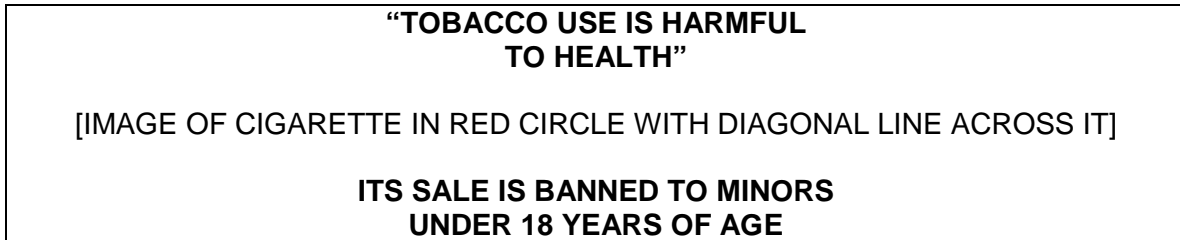
Color: Color of letters: Black

Font: Arial and letter size in proportion to the model.

The measurements assigned are the minimum suggested.

### ANNEX NO. 3

[Dimensions 70 cm long x 40 cm wide]



#### **Design features:**

Background: White color

Color: Color of letters: Black Circle in Red

Font: Arial and letter size in proportion to the model.

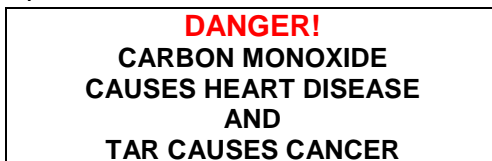
The measurements assigned are the minimum suggested.

### ANNEX NO. 4

#### HEALTH WARNINGS

(See the images in color at the Internet portal of the Ministry of Health)

1



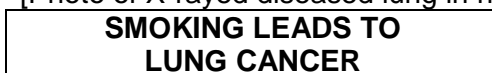
2.

[Photo of tiny dead fetus in palm of a human hand]



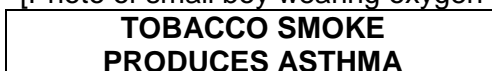
3.

[Photo of X-rayed diseased lung in rib cage with red arrow]



4.

[Photo of small boy wearing oxygen mask]





5.

[Side view photo of very pregnant woman's belly]

**TOBACCO SMOKE  
HURTS YOUR BABY**

6.

[Silhouetted photo shot of smoker through prison-like bars made of cigarettes]

**NICOTINE IS  
HIGHLY ADDICTIVE**

7.

[Photo of a hand holding a cigarette above the lines of a heart monitor readout with beats that have flat lined]

**SMOKING CAUSES  
HEART ATTACKS**

8.

[Photo of dark cancer cells growing on the roof of a human mouth]

**SMOKING PRODUCES  
CANCER OF THE MOUTH**

9.

[Photo from the shoulders up of an emaciated corpse with mouth gaping open]

**SMOKING CAUSES  
STROKES**

## **ANNEX NO. 5**

### **HEALTH MESSAGES**

(See the images in color at the Internet portal of the Ministry of Health)

1

**DANGER! CARBON MONOXIDE CAUSES  
HEART DISEASE AND TAR CAUSES CANCER**

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2

**DANGER! TOBACCO SMOKE CAUSES 55  
DIFFERENT ILLNESSES. 17 ARE CANCER**

3.

**SMOKING CAUSES  
SEXUAL IMPOTENCE**

4.

**SMOKING CAUSES  
ABORTIONS**

5.

**SMOKING LEADS TO  
LUNG CANCER**

6.

**TOBACCO SMOKE  
PRODUCES ASTHMA**

7.

**TOBACCO SMOKE  
HURTS YOUR BABY**

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8.

**NICOTINE IS  
HIGHLY ADDICTIVE**

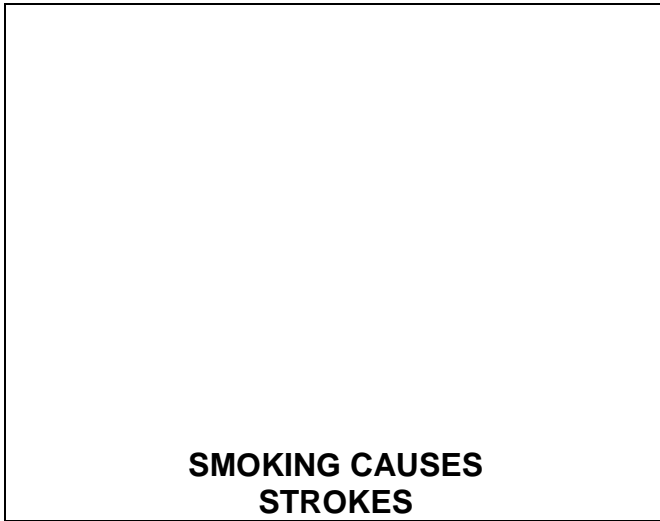
9.

**SMOKING CAUSES  
HEART ATTACKS**

10

**SMOKING PRODUCES  
CANCER OF THE MOUTH**

11.



**ANNEX NO. 6**

**REGULATIONS OF REFERENCE**

World Health Organization Framework Convention on Tobacco Control

**222860-1**