

Legislative Branch

Law No. 19.244

*The Senate and the Chamber of
Representatives of the
Oriental Republic of Uruguay, convened in a
General Assembly, hereby*

Decree:

Sole Article.- Article 7 of Law No 18.256, of March 6, 2008, as amended by Article 311 of Law No 18.362, of October 6, 2008, is to be replaced by the following:

"ARTICLE 7 (Advertising, promotion and sponsorship). - Any kind of advertising, promotion or sponsorship of tobacco products is hereby prohibited.

Furthermore, the following things are prohibited:

A) The use of logos or brands or brand elements of tobacco products in products other than tobacco. The term 'brand element' encompasses the recognizable distinctive appearance, the graphic layout, the design, the slogan, the symbol, the motto, the sales message, the color or combination of colors, or other identifiable items of any tobacco product brand, or things representative thereof.

B) The use of brands or logos of products other than tobacco in tobacco products.

C) The preparation or sale of foods, candies, toys or other objects having the shape of tobacco products.

D) The placement of brands, logos or brand elements of tobacco products in games, video games or computer games.

E) The use of animated drawings on the packaging of tobacco products.

The prohibition set forth in the first sub-paragraph includes national or international sponsorship by the tobacco industry of cultural and athletic activities, or activities of any other kind, or of the participants therein.

Furthermore, the display of tobacco products, tobacco derivatives or accessories for smoking in display stands or any other kind of shelving located in places where tobacco products are sold, is prohibited.

In said places only the placement of a written list of tobacco products sold with their respective prices will be permitted, and the information of the Ministry of Public Health must be displayed that warns about the harm caused by the consumption of tobacco products and exposure to the smoke thereof, pursuant to such regulation as the Executive Branch may issue on the matter."

Meeting Room of the Chamber of Representatives, in Montevideo, on July 8, 2014.

[illegible signature]
GUSTAVO BORSARI BRENNIA
1st Vice President

[illegible signature]
JOSÉ PEDRO MONTERO
SECRETARY