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INSTRUCTIONS FOR YEAR 13

Ministry of Public Health

Montevideo – DEC 23, 2013

IN LIGHT OF: what is set forth in Law No. 18.256 of March 6, 2008, and Decree No. 284/008 of June 9, 2008;

WITH THE RESULT: I) that, pursuant to what is set forth in the regulations in question, the specification of type face, captions, images and/or pictograms to be included on packages of tobacco products were forwarded to this Secretary of State;

II) that it is directly related to the discretion of the Ministry of Public Health to approve the standards or captions containing the appropriate health warning, with the understanding that it should be modified periodically to include images and/or pictograms;

III) that by Ministerial Ordinance No. 593 of October 10, 2012, it was ordered that the pictograms to be used on packages of tobacco products are specified as four (4) images combined with the respective captions, which are to be stamped on the lower 80% (eighty percent) of both main surfaces of each pack of cigarettes, and in general on all packages and containers of tobacco products, and on every wrapping and label of similar characteristics, in the sequence, and in accordance with the form that is shown in the attached template, which forms an integral part of this Ordinance, and an equal number of each kind of combination of image and caption must be printed for each brand existing in the market;

WHEREAS: I) it is incumbent upon the Ministry of Public Health to determine the images and/or pictograms and legends that are to be placed on both principal surfaces of every pack of cigarettes, and in general, on all packages and containers of tobacco and

every package and label of similar characteristics;

II) that it is also incumbent on this Secretary of State to determine the health warning to be included, together with the images and/or pictograms;

BEARING IN MIND: what is set forth above,

THE MINISTER OF PUBLIC HEALTH

RESOLVES:

- 1) It is hereby ordered that the health warnings to be used on containers of tobacco products are defined as four (4) images combined with the respective captions, which must be printed on the lower 80% (eighty percent) of both principal surfaces of every pack of cigarettes, and in general, on all packages and containers of tobacco products, as well as on every package and label of similar characteristics, in the sequence and in accordance with the form and colors shown in the attached Annex, which forms an integral part of this Ordinance, and an equal number of each kind of pack design must be printed for each brand existing in the market, pursuant to the combinations specified in series 1, 2 and 3 of the aforementioned Annex.
- 2) It is hereby established that one of the lateral surfaces of packs of cigarettes and containers of tobacco products must be completely taken up by the following caption: "Tobacco smoke contains toxic and poisonous substances such as cyanide and arsenic." This text is to be printed in black letters on a white background.
- 3) Violation of the provisions of this Ordinance shall enable the Ministry of Public Health to apply the sanctions

Unofficial Translation

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indicated in the legislation in force, in the exercise of its authority as the health enforcement authority.

- 4) Ministerial Ordinance No. 593 of October 10, 2012, is hereby rescinded.
- 5) This provision shall enter into force one hundred and eighty (180) days following the date of this Ordinance.
- 6) Let this be conveyed to the Department of Health Communication so it can be published on the website of the Ministry of Public Health. Let the General Health Administration duly take note hereof. Upon fulfillment thereof, let this be duly filed.

Ord. No. 993

Ref. No.

[illegible signature]

Dra. SUSANA MUÑIZ
MINISTER OF PUBLIC HEALTH

Series 1

front		Back	
IF YOU WON'T QUIT SMOKING FOR YOURSELF, QUIT FOR THE PEOPLE WHO NEED YOU		SMOKING CAUSES BAD BREATH AND DISEASES IN THE MOUTH	
[GRAPHIC]		[GRAPHIC]	
Smoking places conditions on your life	TOXIC PRODUCT	Smoking places conditions on your life	TOXIC PRODUCT

Series 2

front		Back	
IF YOU WON'T QUIT SMOKING FOR YOURSELF, QUIT FOR THE PEOPLE WHO NEED YOU		SMOKING CAUSES IMPOTENCE	
[GRAPHIC]		[GRAPHIC]	
Smoking places conditions on your life	TOXIC PRODUCT	Smoking places conditions on your life	TOXIC PRODUCT

Series 3

Front		Back	
IF YOU WON'T QUIT SMOKING FOR YOURSELF, QUIT FOR THE PEOPLE WHO NEED YOU		IF YOU WON'T QUIT SMOKING FOR YOURSELF, QUIT FOR THE PEOPLE WHO NEED YOU	
[GRAPHIC]		[GRAPHIC]	
Smoking places conditions on your life	TOXIC PRODUCT	Smoking places conditions on your life	TOXIC PRODUCT