

[Logo:  
Bicentennial  
Uruguay  
1811 – 2011]

**MINISTRY OF PUBLIC HEALTH**

Montevideo, July 11, 2011

**WHEREAS:** The provisions of Law No. 18,256 dated March 6, 2008, and Decree No. 284/008 dated June 9, 2008;

**THEREFORE:** I. Article 7 of Law No. 18, 256 sets forth that conditions be established in the Regulamentary Decree concerning spaces available for advertising, promotion and sponsorship of tobacco products on the premises where these are dispensed and the conditions "from information from the Ministry of Public Health which warns about the damage caused by the consumption of and the smoke from tobacco products:'

II. Article 8 of Decree 284/008 stipulates that: "the health warnings established in Article 9 of Law No. 18, 256, as well as those which the health authority may establish must be included in the advertising"

III. Article 9 of Decree 284/008 establishes that: "the advertising area and that designed for the information and/or health warning established by the Ministry of Public Health shall be of equal dimensions, area, visibility and contiguous location to the one used in advertising of tobacco products";

**WHEREAS:** Pursuant to the provisions of Article 44 of the Constitution of the Republic, it is the responsibility of the State to legislate on all issues related to public health and hygiene, seeking the physical, moral and social perfection of all inhabitants of the land;

**CONSIDERING:** The above stated, the provisions of Article 44 of the Constitution of the Republic, the Framework Convention on Tobacco Control, Article 11 of Law 9,202 - The Public Health Act dated

January 12, 1934, Article 7 of Law No. 18, 256, dated March 6, 2008, Article 8 and 9 of Decree 284/008 dated June 9, 2008 and other amendatory and concordant provisions;

**THE MINISTRY OF PUBLIC HEALTH**

**HEREBY RESOLVES:**

- 1) Be it ordered that the health warnings for use in the spaces available for advertising, promotion and sponsorship of tobacco products within the sales locations be defined in two (2) images combined with captions in the order and according to the form and colors that appear in the attached Exhibit, which forms a comprehensive part of this Ordinance. An equal number of each type of advertising design must be printed.
- 2) Be there established a period of forty-five (45) days from their approval for advertising spaces to be adapted to this Ordinance.
- 3) Breach of the provisions of this Ordinance empowers the Ministry of Public Health to apply the sanctions set forth in the prevailing regulations, pursuant to its powers as health police.
- 4) Let this be published on the Ministry of Public Health website. Let the General Health Office take note. It is hereby ordered that this be enforced and filed.

Ord. No. 374

Ref. No. 2011-12-1-00655-

JR. –

[Handwritten: "SE"]

[Illegible signature]  
Ec. DANIEL OLESKER  
Minister of Public Health

[Stamped]

THIS IS A TRUE COPY OF THE ORIGINAL  
filed at the Dept. of  
General Secretariat and Agreements

[Illegible signature]  
VICTOR ARENAS  
Asst. Dir. Dept.  
Secretariat and Agreements

Unofficial Translation

[Full color picture of little girl in green shirt with red rimmed eyes wearing breathing apparatus, surrounded by tobacco smoke]

[upper left corner:  
skull and crossbones]  
TOXIC  
PRODUCT

**TOBACCO  
SMOKE  
SICKENS  
YOUR  
CHILDREN**

**Children exposed to tobacco smoke  
have an increased risk of suffering from asthma,  
pneumonia, bronchitis and ear infections**

**[www.puedodejar.com](http://www.puedodejar.com)**

Unofficial Translation

[Full color picture of unconscious man's face with breathing tubes in nose, closed eyes and gaping mouth lying in hospital bed]

**SMOKING  
CAUSES  
CEREBRAL  
INFARCTIONS**

[www.puedodejar.com](http://www.puedodejar.com)

[lower right corner:  
skull and crossbones]  
**TOXIC  
PRODUCT**