

Unofficial Translation

MINISTRY OF PUBLIC HEALTH

Montevideo, August 18, 2008 [stamped]

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

THEREFORE: I) Pursuant to the provisions of the above mentioned law, this Office of Secretary of State was entrusted with defining the typology, inscription, images and/or graphic illustrations to be included on the wrappers of tobacco products.

II) Article 8 of Law No. 18,256 prohibits the use of terms, descriptive elements, manufacturer or business brand names, figurative symbols or those of any other kind having the direct or indirect effect of creating the false impression that a particular tobacco product is less harmful than another;

III) It is directly related to the powers of the Ministry of Public Health to approve the guidelines or inscriptions in the corresponding health warning with the understanding that this must be periodically modified and include images and/or graphic illustrations;

WHEREAS: I) The health authority has defined five (5) graphic illustrations that form an integral part of this Ordinance to be included on the packages of cigarettes and tobacco and that will occupy the lower 50% of one of the panels and in general on all packages and wrappers of tobacco products and on all packaging and labeling of a similar characteristic;

II) The stated graphic illustrations will be combined with five (5) inscriptions which will be located on the lower 50% of the other principal panel of each tobacco product package in the order and according to the manner illustrated in the attached model;

III) As called for by Article 44 of the Constitution of the Republic, it is directly related to the responsibility of the State to legislate on all questions with regards to public health and hygiene in seeking the physical, moral and social perfection of all inhabitants of the land;

IN VIEW OF: That which has been previously set forth, the provisions of Article 44 of the Constitution of the Republic, Organic Public Health Law No. 9,202 of January 12, 1934, the World Health Organization's Framework Convention on Tobacco Control ratified by Law No. 17,793 of July 16, 2004, Law No. 18,256 of March 6, 2008, Decree No. 284/008 of June 9, 2008, and other amendatory and correlated provisions;

**THE MINISTER OF PUBLIC HEALTH
HEREBY RESOLVES:**

- 1) Be it so ordered that the graphic images to be used on tobacco product packages be defined in five (5) images combined with five (5) inscriptions, each of which must be stamped respectively on the lower 50% of both principal panels of every box of cigarettes and in general on all packages and wrappers of tobacco products, as well as on all packaging and labeling of similar characteristics in the order and according to the shape and colors as displayed in the adjoined Attachment, which forms an integral part of this Ordinance. An equal number must be printed of every type of box design for every brand that exists on the market.
- 2) Be it hereby established that one of the two side panels of the boxes of cigarettes and tobacco product wrappers must be filled entirely by the inscription: "This product contains nicotine, tar and carbon monoxide", without specifying their quantities. The text will be printed in black letters on a white background.
- 3) Every commercial brand of tobacco products must have one single package design, such that it is forbidden to employ terms, descriptive elements,

manufacturer or business brand names, figurative symbols or those of another type, such as colors, combinations

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of colors, numbers or letters, that may have the direct or indirect effect of creating the false impression that a particular tobacco product is less harmful than another, varying only the graphic illustrations and the inscription according to Number 1 of this Ordinance.

- 4) Breach of the established provisions empowers the Ministry of Public Health to apply the sanctions set forth in the prevailing code of law in its capacity as State health police.
- 5) This provision shall take effect one hundred eighty (180) days subsequent to the date of this Ordinance.
- 6) Be it transferred to the Technical Advisory Office on Communications and Broadcasting for its publication on the web site of the Ministry of Public Health. It is hereby ordered that this be recorded by the General Office of Health, enforced and filed.

Ord. No. 514 [handwritten]

/mo

[Illegible signature]

[Stamp: "Dr. Maria Julia {Illegible}
Minister of Public Health]