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**Republic of Costa Rica**  
**Ministry of Health**  
**Ministry Office**

COSTA RICA  
BICENTENNIAL GOVERNMENT  
2018-2022

**DM-JM-3274-2018**

San José, 24 SEP 2018

**To:**

**Central Level Directors**

**Regional Directors of the Health Authority**

**MINISTRY OF HEALTH**

Dear Sir/Madam:

In the year 2013, Dr. Daisy María Corrales Díaz, who was at that time the Minister of Health, issued by means of Directive No. DM-RM-6540-2013 dated 01 OCT 2013, the instruction to comply with provisions related to the display of cigarette packs, as well as the display of the price lists of such products, making the exception that said action did not constitute advertising and/or promotion efforts of tobacco products.

I am repealing Directive DM-RM-6540-2013. Therefore, I kindly ask that you notify your collaborators of this provision, especially the Health Authorities, who monitor compliance with the General Law on Tobacco Control and its Harmful Effects on Health, due to the following:

Advertising, promotion and sponsorship is prohibited under Article 12 of Law 9028 General Law on Tobacco Control and its Harmful Effects on Health.

A report submitted to this office and created in SEP 2018, prepared by officials of the Ministry of Health, specialists in Marketing and Advertising, indicates, *"It is demonstrated that there are both closed and translucent displays that allow the product to be seen in its entirety. This was noted in supermarkets, grocery stores and convenience stores. There are price lists that show the names of the products and their prices in large letters. The display of products entails an effort to promote the product, as reviewed in various marketing texts. Advertising, promotion and sponsorship is prohibited under Article 4 (sic) of Law 9028 General Law on Tobacco Control and its Harmful Effects on Health."*

The aforementioned report ends by indicating the following: *"...the product is part of the persuasive effort of the marketing strategy. Its display shows the brand, colors, forms and packaging, among other things. It also reminds us of all those mental associations that have been instilled in the minds of people and that are part of the brand strategy and therefore marketing."*

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Thus, the health authorities must issue the respective health orders so that businesses that have dispensers cover the surface thereof, thereby preventing the cigarette packs from being completely visible. Furthermore, a period of 15 to 30 days from the date of issue of the health order can be granted for the establishment to comply with the requirements of the health authority.

Cordially,

*[initials]*

**Dr. Giselle Amador Muñoz**  
**Minister of Health**

[stamp: MINISTRY OF HEALTH - COSTA  
RICA; OFFICE OF THE MINISTER]

CC: Dr. Alejandra Acuña Navarro, Vice-Minister of Health  
Dr. Dennis José Angulo Alguera, Vice-Minister of Health  
Dr. Priscilla Herrera Garda, Director-General of Health  
Mr. Ronny Stanley Muñoz Salazar, Director of Legal Affairs  
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