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ORIENTAL REPUBLIC OF URUGUAY

Legislative Branch

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Law Nº 19,723

PACKAGING AND LABELING OF TOBACCO PRODUCTS

MODIFICATION OF ARTICLE 8º OF LAW Nº 18,256

The Senate and the Representative Chamber of the Oriental Republic of Uruguay,
meeting in General Assembly,

DECREE

Article 1º.- Replace article 8º of Law Nº 18,256 of March 6, 2008, which will be worded as follows:

"Article 8º. (Packaging and labeling).- It is prohibited for tobacco products to be promoted on their packs and labels in a manner that is false, misleading, or deceptive or that is likely to mislead with regard to their characteristics, health effects, risks, or emissions.

Provide for plain packaging, labeling, and design of all tobacco products and uniformity of packaging for each type of product, with the aim of reducing the attractiveness of the product to the consumer, eliminating tobacco advertising and promotion, eliminating the potential to mislead or deceive the consumer that one product is less harmful than another, and increasing the visibility and effectiveness of health warnings.

The regulations shall determine the shape, color, material, size, and design of all exterior and interior tobacco product containers and wrappers; the text, color, style, and size of lettering, and the location or position of container legends or inscriptions, as well as any other aspect, deemed necessary for the pursuit of the objectives pursued by this Act, as amended, concordant, and complementary".

Article 2º.- The Executive Branch shall regulate this rule within a period not exceeding one hundred and twenty days.

Article 3º. (Entry into force).- The amendments provided for in this Act shall enter into force twelve months after its promulgation.

Article 4º.- All provisions expressly or tacitly contrary to this law shall be repealed.

Session Room of the House of Representatives, in Montevideo, on December 12, 2018.

JORGE GANDINI, President.

Virginia Ortiz, Secretary.

**MINISTRY OF THE INTERIOR
MINISTRY OF FOREIGN AFFAIRS
MINISTRY OF ECONOMY AND FINANCE
MINISTRY OF NATIONAL DEFENSE
MINISTRY OF EDUCATION AND CULTURE
MINISTRY OF TRANSPORTATION AND PUBLIC WORKS
MINISTRY OF INDUSTRY, ENERGY, AND MINING
MINISTRY OF LABOUR AND SOCIAL SECURITY
MINISTRY OF PUBLIC HEALTH
MINISTRY OF LIVESTOCK, AGRICULTURE, AND FISHERIES
MINISTRY OF TOURISM
MINISTRY OF HOUSING, REGIONAL PLANNING, AND**

THE ENVIRONMENT
MINISTRY OF SOCIAL DEVELOPMENT

Montevideo, December 21, 2018.

Comply with, acknowledge, communicate, publish, and insert in the National Register of Laws and Decrees, the Law amending Article 8° of Law N° 18,256 of March 6, 2008, regarding the packaging and labeling of tobacco products.

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