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Bicentennial
Uruguay
1811 – 2011]

MINISTRY OF PUBLIC HEALTH

Montevideo, July 11, 2011

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

THEREFORE: I. Pursuant to the provisions of the above regulations, this Office of the Secretary of State was entrusted with defining the design characteristics, caption, images and/or graphic illustrations to be included on tobacco product wrappers;

II. It is directly related to the power of the Ministry of Public Health to approve the guidelines or captions containing the corresponding health warning with the understanding that it must be periodically modified and include images and/or graphic illustrations;

III. Through Ministerial Ordinance No. 466 dated September 1, 2009, it was stipulated that the graphic illustrations to be used on tobacco product wrappers be defined in six (6) images combined with the corresponding captions that must be stamped on the lower 80% (eighty percent) of both principal panels of every pack of cigarettes and, in general, on all packages and wrappers of tobacco products, on all similarly featured packaging and labeling in the order and according to how it appears in the attached model, which forms a comprehensive part of this Ordinance. An equal number of each type of combination of image and caption must be printed for each brand on the market.

WHEREAS: I) It is the responsibility of the Ministry of Public Health to define the images and/or graphic illustrations and captions that must be placed on both principal panels of every pack of cigarettes and, in general, on all packages and wrappers of tobacco products and on all similarly featured packaging and labeling;

II) It is also the responsibility of the Office of the Secretary of State to define the health warning for inclusion together with the images and/or graphic illustrations;

CONSIDERING: The above stated;

THE MINISTRY OF PUBLIC HEALTH

HEREBY RESOLVES:

- 1) Be it ordered that the graphic illustrations to be used on tobacco products wrappers are defined in two (2) images combined with the corresponding captions, which must be stamped on the lower 80% (eighty percent) of both principal panels of each pack of cigarettes and, in general, on all packages and wrappers of tobacco products as well as on all similarly featured packaging and labeling, in the order and according to how it appears along with the colors in the attached Exhibit, which forms a comprehensive part of this Ordinance. An equal number of each type of pack design must be printed for each brand on the market.
- 2) Be it established that one of the two side panels of the cigarette packs and tobacco product wrappers must be filled in its entirety by the following caption: "This product contains nicotine, tar and carbon monoxide", without specifying quantities. The text will be printed in black letters on a white background.
- 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 Numeral 1 of Ministerial Ordinance No. 466/2009 dated September 1, 2009, be repealed.

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- 5) This provision shall take effect one hundred eighty (180) days from the date of this Ordinance.
- 6) Forward to the Department of Health Communication for its publication 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. 375
Ref. No.
CR. –
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[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

[Black and white images]

<p>[illegible diamond-shaped logo upper left]</p> <p>[Image of child wearing breathing mask]</p> <p>TOBACCO SMOKE SICKENS YOUR CHILDREN</p> <p>Children exposed to tobacco smoke have an increased risk of suffering from asthma, pneumonia, bronchitis and ear infections</p>	<p>[Smaller version of the large image and warning to the left over indistinct background]</p>	<p>[Smaller version of the large image and warning to the left over indistinct background]</p>
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Unofficial Translation

[Black and white images]

[Image of man's head with gaping mouth] SMOKING CAUSES CEREBRAL INFARCTION	[Smaller version of the large image and warning to the left over indistinct background]	[Smaller version of the large image and warning to the left over indistinct background]
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