

Unofficial Translation

Ministry of Health

TOBACCO

Resolution 497/2012

Approval of the Graphic Standards for Packaging, Sale and Consumption of Tobacco Products.

Buenos Aires, April 17, 2012

IN VIEW OF Law N° 26.687 and File N° 2002-25070/11-0 of the registry of the MINISTRY OF HEALTH, and

WHEREAS:

Among the objectives of Law N° 26.687 are the following: the goal of reducing consumption of products made from tobacco; the goal of reducing to a minimum exposure of people to the harmful effects of the smoke from products made from tobacco; that of reducing the health, social and environmental damage resulting from tobacco use; that of preventing the start of tobacco use, especially in the population of children and adolescents, and raising the awareness of present and future generations regarding the consequences that result from the consumption of products made from tobacco and from exposure to smoke from products made from tobacco;

By Article 27 of the aforesaid law this Ministry is declared to have the authority for the enforcement thereof;

On the basis of its Article 7 the aforementioned law establishes that in the advertising or promotion of tobacco products, health messages and pictograms of warning must be included about the harm caused by the smoking habit, and that such pictograms are to be established for each message by the authority for the application of this law;

On the basis of Article 10 of the law under consideration it is provided that packages and containers of products made from tobacco must have inserted in them an image and a health message that describes the harmful effects of consuming products made from tobacco, in accordance with the listing presented in Article 7° of the law;

Furthermore, the law, through its Article 12, requires that packs and containers of products made from tobacco must include on ONE (1) of their sides information about the free service for quitting smoking that is provided by the MINISTRY OF HEALTH;

Inside stores where products made from tobacco are sold, as well as at other points of sale, distribution and delivery of any kind, there must be prominently displayed ONE (1) poster with the following caption "The sale, distribution, promotion or delivery in any form of products made from tobacco to minors under 18 is prohibited," and the number of this law;

In places where smoking is prohibited, posters must be displayed stating such prohibition;

The enforcement authority, for the purpose of facilitating reports of non-compliance with the provisions of this law, must activate at least ONE (1) toll-free phone number and ONE (1) e-mail address, to be disseminated through the mass media and prominently displayed at points of sale of products made from tobacco, as well as in those places where its consumption is prohibited.

The law establishes a period of 180 (ONE HUNDRED AND EIGHTY) days from its promulgation to the instrumentation of Article 7° of the law, and one year for Articles 10 to 13 thereof to take effect;

For such purposes it is necessary to sanction a graphic standard establishing the contents and formats for the health warnings in tobacco advertising and on containers of tobacco products, as well as for posters displayed by law at points of sale and in places where smoking is prohibited;

The NATIONAL PROGRAM FOR TOBACCO CONTROL - OFFICE FOR THE PROMOTION OF HEALTH AND CONTROL OF NON-CONTAGIOUS DISEASES, OF THE UNDER SECRETARY FOR PREVENTION AND CONTROL OF RISKS, has prepared a plan for a Graphic Standard for the Packaging, Sale and Consumption of Tobacco Products;

The GENERAL BUREAU OF LEGAL AFFAIRS has undertaken the pursuits pertaining to its office;

THE MINISTER OF HEALTH
HEREBY RESOLVES:

Article 1° — THE GRAPHIC STANDARD FOR THE PACKAGING, SALE AND CONSUMPTION OF TOBACCO PRODUCTS is hereby approved, with its Exhibits I and II which form an integral part hereof.

Art. 2° — Let the Standard approved by Article 1° be published on the website of the MINISTRY OF HEALTH.

Art. 3° — Let notification hereof be given, as well as publication, and forward it to be filed at the National Office of the Official Registry. — Juan L. Manzur.

GRAPHIC STANDARD

FOR PACKAGING, SALE AND CONSUMPTION OF TOBACCO PRODUCTS

Law 26.687.

Regulation of advertising, promotion and consumption of products made from tobacco.

EXHIBIT I

PURPOSE

Purpose:

This standard regulates what is set forth in Law 26.687 with regard to graphic aspects concerning the instrumentation of:

1. Health warnings on tobacco advertising and on containers of tobacco products.
2. Posters required by law at points of sale and in places where the consumption of tobacco products is prohibited.

HEALTH WARNINGS

1) Health Warnings

a) For advertising and the promotion of tobacco products:

In all cases the advertising or promotion of products made from tobacco must include a health message pursuant to what is set forth in Article 7° of Law 26.687, whose text is to be printed legibly, prominently displayed and proportionally fitting into a rectangle with a white background in black letters, which must occupy twenty percent (20%) of the total surface of the material that is the object of such advertising or promotion, in accordance with the format and typography specified in Exhibit II.

In all cases the warning pictogram is to be included concerning the damage that smoking causes as specified in Exhibit II. Said pictogram is to be placed in a position adjacent and contiguous to the right or lower side of the health message, and shall have similar proportions to it.

Starting on the date of implementation of this standard, the first health message to be used will be: "SMOKING CAUSES CANCER."

Already existing advertising and promotion that do not comply with what is set forth in this standard must be removed within a period not greater than sixty (60) days.

b) On containers of tobacco products

Packages and containers of products made from tobacco shall have inserted in them an image and a health message describing the harmful effects of the consumption of products made from tobacco, in accordance with the listing shown in Article 7° of Law 26.687, which shall be updated by the enforcement authority with a frequency not greater than two (2) years nor less than one (1) year.

Each health message and its corresponding image specified in Exhibit II shall be printed on each individual pack and container of products made from tobacco for sale to the public, observing the following respective graphic characteristics.

The health message shall be written in ONE (1) black rectangle, on a white background with black letters, and shall occupy less than FIFTY PERCENT(50%) of ONE (1) of the main surfaces displayed. The image shall occupy less than FIFTY PERCENT(50%) of the other main surface.

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The manufacturer or importer must adjust the formats provided to the dimensions of the container without altering their proportions or graphic characteristics.

In the case of cigarette cartons or other containers with similar characteristics, the image is to be printed on the main surface most visible to the consumer, occupying one of the surfaces that results from dividing in half the surface of this face by its broader side. The caption is to be printed in the same fashion on the opposite side.

For cylindrical containers shall be considered to have only one main side, and the proportions thereof are to be maintained, with the image occupying 25 % of such surface and the caption occupying 25 %.

Packs and containers of products made from tobacco must have printed on one (1) of their sides the following information on the free service for quitting smoking of the Ministry of Health: "TO QUIT SMOKING 0800 999 3040 www.msal.gov.ar/tobacco Ministry of Health of the Nation." The information shall be placed within a rectangle with a black background in white letters, pursuant to the graphic format specified in Exhibit II. If there are no sides for the format of the pack or container, the information must be in all cases legible, and occupy a space not less than six percent (6 %) of the total surface of the package.

Distribution: Companies that process products made from tobacco are to launch their units onto the market ensuring even and simultaneous distribution of the different images and health messages, in such variety as may have been provided by the enforcement authority for each period. In the first period, units are to be distributed containing the ten messages indicated in Article 7° of Law 26.687. "Even distribution" shall be understood to mean proportional distribution of units of products made from tobacco at points of sale throughout the national territory.

It shall be the responsibility of the importer of a product made from tobacco to comply with this requirement in the case of those packs and containers of products imported from abroad.

POSTERS

2) Posters

a) At points of sale:

Inside stores where products made from tobacco are sold, as well as at other points of sale, distribution and delivery in any form, there must be prominently displayed ONE (1) poster of a size not less than TWENTY (20) centimeters wide, in black letters on a white background, with the following caption: "The sale, distribution, promotion or delivery in any form of products made from tobacco to minors under 18 is prohibited. Law 26.687. 0800 999 3040 controldetobacco@msal.gov.ar" pursuant to the format specified in Exhibit II.

b) In places where smoking is prohibited:

In places where smoking is prohibited, posters must be displayed that indicate such prohibition. The respective caption must be written legibly and prominently, on signs of a size not less than THIRTY (30) centimeters wide, visibly displayed, in black letters on a white background. The posters shall contain the following caption: "Smoke-free Environment. No smoking. Law 26.687. 0800 999 3040 controldetobacco@msal.gov.ar" pursuant to the format specified in Exhibit II.

EXHIBIT II

MESSAGES

WARNINGS.

Each text is to be used with its respective photograph.

1. Smoking causes cancer.
2. Smoking causes addiction.
3. Smoking causes heart and lung diseases.
4. Tobacco smoke is a cause of illness and death.
5. Smoking causes death by asphyxiation.
6. Pregnant women who smoke cause irreparable harm to their babies.
7. Smoking causes emphysema.
8. Smoking causes sexual impotence.
9. Smoking takes years off your life.
10. Smoking can cause your legs to be amputated.

INFORMATION ON THE FREE SERVICE TO QUIT SMOKING OF THE MINISTRY OF HEALTH OF THE NATION.

Unofficial Translation

The following caption must be shown on packs of products made from tobacco:

TO STOP SMOKING

0800 999 3040

www.msal.gov.ar/tobacco

Ministry of Health of the Nation

STATEMENT OF PREVENTION.

A poster with the following caption must be displayed at points of sale:

THE SALE, DISTRIBUTION, PROMOTION OR DELIVERY IN ANY FORM OF PRODUCTS MADE FROM TOBACCO TO MINORS UNDER 18 IS PROHIBITED.

LAW 26.687

0800 999 3040

controldetobacco@msal.gov.ar

STATEMENT OF PROHIBITION.

A poster with the following caption is to be displayed in places where smoking is prohibited:

SMOKE-FREE ENVIRONMENT

NO SMOKING

LAW 26.687

0800 999 3040

controldetobacco@msal.gov.ar

FAMILIA TIPOGRAFICA. DIN.

DIN-black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

DIN bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

DIN medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

DIN-light

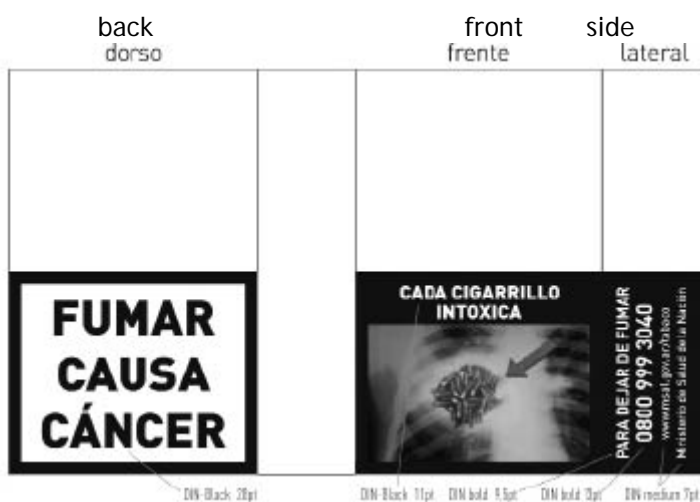
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Unofficial Translation

GRAPHIC APPLICATION
WARNINGS ON CONTAINERS OF TOBACCO PRODUCTS
Standard format of 20 cigarettes



SMOKING CAUSES CANCER

EVERY CIGARETTE POISONS



SMOKING CAUSES
ADDICTION

SMOKING CONTROLS YOU.
QUIT.

Unofficial Translation



SMOKING CAUSES HEART
AND LUNG DISEASES

TOBACCO CONSUMPTION CAUSES
HEART ATTACKS



TOBACCO SMOKE CAUSES
DISEASE AND DEATH

SMOKING AT HOME HURTS CHILDREN

Unofficial Translation



SMOKING CAUSES DEATH
BY ASPHYXIATION

EACH CIGARETTE CAUSES YOUR
LUNG CAPACITY TO DETERIORATE



A PREGNANT WOMAN WHO S
MOKES CAUSES IRREPARABLE
HARM TO HER CHILD

TOBACCO HARMS YOUR
BABY'S DEVELOPMENT

Unofficial Translation



SMOKING CAUSES
PULMONARY EMPHYSEMA

HEALTHY LUNG SMOKER'S LUNG



[SMOKING CAUSES IMPOTENCE

SMOKING HURTS YOUR SEX LIFE

Unofficial Translation



SMOKING TAKES YEARS OFF
YOUR LIFE

HALF OF ALL SMOKERS DIE FROM TOBACCO



SMOKING CAN CAUSE YOUR LEGS
TO BE AMPUTATED

SMOKING CAUSES GANGRENE

Unofficial Translation

Examples for other formats of containers



SMOKING TAKES YEARS OFF YOUR LIFE
SMOKING CAUSES YOUR LEGS TO BE AMPUTATED

HALF OF ALL SMOKERS DIE FROM TOBACCO
SMOKING CAUSES GANGRENE

Unofficial Translation

Standard format of cartons



SMOKING CAUSES DEATH BY ASPHYXIATION

EACH CIGARETTE CAUSES YOUR LUNG CAPACITY TO DETERIORATE

Unofficial Translation

Examples of applications

Caja de 20 cigarrillos



Caja de 10 cigarrillos



Cartón



Caja de tabaco suelto



Caja de cigarros pequeños



Caja de cigarros



[Box of 20 cigarettes

Box of 10 cigarettes

Carton

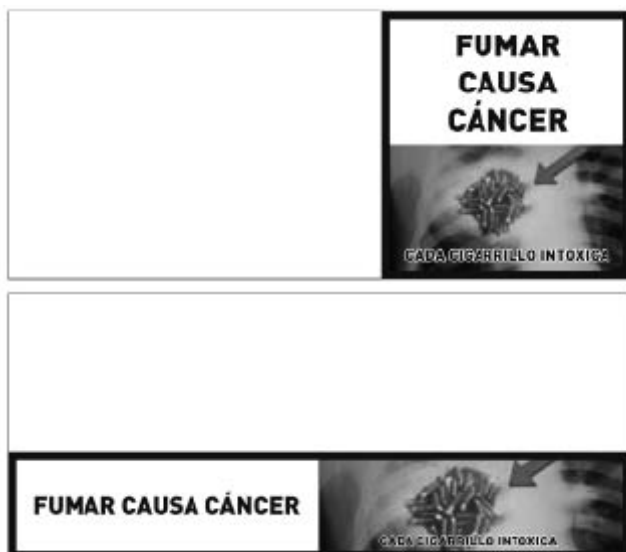
Box of loose tobacco

Box of small cigars

Box of cigars]

Unofficial Translation

WARNINGS ON ADVERTISING AND PROMOTION OF TOBACCO PRODUCTS
HORIZONTAL FORMAT



[SMOKING CAUSES CANCER]

SQUARE FORMAT



[SMOKING CAUSES CANCER]

Unofficial Translation

VERTICAL FORMAT



[SMOKING CAUSES CANCER]

Unofficial Translation

POSTERS

at points of sale



[The sale, distribution, promotion or delivery in any form of products made from tobacco to minors under 18 is prohibited.

LAW 26.687

0800 9993040]

POSTERS

in places where smoking is prohibited



Versión en Negro. Escala de grises.



Versión a color.



[Version in Black, High Contrast.

Version in Black, Gray scale.

SMOKE-FREE ENVIRONMENT

NO SMOKING

LAW 26.687]

Version in color.

GRAPHIC MATERIAL

The Ministry of Health of the Nation makes available to manufacturers and importers of tobacco products the digital files of the material presented in this Graphic Standard for its final application on the various containers and in advertising.

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The material consists of files in the .ai format (Adobe Illustrator CS3) and high definition TIFF images.

NATIONAL PROGRAM FOR TOBACCO CONTROL

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