

MINISTRY OF HEALTH

Republic of Peru
[Crest]

No. 607-2013/MINSA

MINISTERIAL RESOLUTION

Lima, September 26, 2013

Considering File No. 13-095440-001, which contains Report No. 010-2013-LMBT-OCS-OGC/MINSA from the General Office of Communications;

WHEREAS:

Article 7 (7.1) of Law No. 28705, amended by Article 2 of Law No. 29517, sets forth that, "Packages of cigarettes and, generally speaking, all types of packaging or wrappers for tobacco products must have printed warning phrases and images about the damage to health caused by smoking on fifty percent (50%) of each of its principal panels. Likewise, they must bear the printed phrase, "SALE FORBIDDEN TO MINORS UNDER THE AGE OF 18" within the same area and in a permanent manner;

Article 18 (18.3) of the Regulation to Law No. 28705, General Law for the Prevention and Control of the Risks from Tobacco Consumption, approved by Supreme Decree No. 015-2008-SA, amended by Article 1 of Supreme Decree No. 001-2011-SA, sets forth that through Ministerial Resolution from the Ministry of Health the following health warning characteristics shall be established, as contained in Article 22 (22.2) of the cited Regulation, amended by Article 1 of Supreme Decree No. 001-2011-SA;

The health warnings for the purposes of marketing of tobacco products shall be in effect for twelve (12) months and must be published in the Official Gazette "El Peruano" six months in advance, pursuant to the provisions of Article 32 of the above cited Regulation;

Through Article 1 of Ministerial Resolution No. 469-2011/MINSA, the "Graphic Regulations for the Use and Application of Health Warnings on Packages, Cigarette Advertising and Other Products Made with Tobacco";

With Ministerial Resolution No. 748-2012/MINSA, dated September 13, 2012, health warnings were established that have been posted on packages, cigarette advertising and other products made with tobacco;

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MINISTRY OF HEALTH Minister

M. De Habich

MINISTRY OF HEALTH Vice Minister

J. Del Carmen

MINISTRY OF HEALTH General Office

D. Cespedes M.

MINISTRY OF HEALTH General Office General Office of Communications Approved

E. Roeder

MINISTRY OF HEALTH General Office of Legal Counsel

J. Zavala S.

Pursuant to the provisions of Article 38 (b) of the Regulation on the Organization and Duties of the Ministry of Health, approved by Supreme Decree No. 023-2005SA and its amendments, the General Office of Communications is the support body in charge of health communication actions undertaken by the Ministry of Health and has as one of its general duties the designing and proposal to Senior Management of the guidelines on health policy communications and the advising on their application;

Through the document in reference, the General Office of Communications has sent the new health warnings that must be posted on packages, cigarette advertising and other products made with tobacco;

With the authorization of the General Director of the General Office of Communications, the General Director of the General Office of Legal Counsel and the Vice Minister of Health; and,

Pursuant to the provisions of Article 8 (I) of Law No. 27657, Law of the Ministry of Health;

IT IS HEREBY RESOLVED:

Article 1. – To establish as new health warnings the graphics from pages twenty-six (26) and twenty-nine (29) of the “Graphic Regulations for the Use and Application of Health Warnings on Packages, Cigarette Advertising and Other Products Made with Tobacco”, approved by Article 1 of Ministerial Resolution No. 469-2011/MINSA, which must be posted on packages, cigarette advertising and other products made with tobacco, within a period of six (6) months from the day following publication of this Ministerial Resolution in the Official Gazette “El Peruano”.

Article 2. – To make the General Office of Communications responsible for the publication of this Ministerial Resolution on the internet portal of the Ministry of Health at the email address: [http\[sic\]://www.minsa.gob.pe/transparencia/dge_normas.asp](http[sic]://www.minsa.gob.pe/transparencia/dge_normas.asp).

It is hereby ordered that this be so recorded, communicated and published.

[Signature]

MIDORA DE HABICH ROSPIGLIOSI
Minister of Health

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MINISTER
[Crest]]

[Vertically along page left margin: initialed seals with names stamped beneath:]

MINISTRY OF HEALTH Vice Minister
J. Del Carmen

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