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Ordinance of the FDHA on Combined Warnings on Tobacco Products

of 10 December 2007 (Status as at 1 January 2008)

The Federal Department of Home Affairs,

based on Article 12 paragraph 5 and 16 paragraph 2 of the Tobacco Ordinance of 27 October 2004¹ (OTab),

ordains:

Art. 1 Subject matters

This Ordinance governs the combination in accordance with Article 12 para. 5 OTab of colour photographs or other images with additional warnings on all unit packets of tobacco products and products containing tobacco substitutes designed to be smoked.

Art. 2 Combined warning

¹ A combined warning consists of:

- a. an additional warning in accordance with Article 12 paragraph 3 OTab;
- b. a colour photograph or other image, in particular in the form of a white text;
- c. a visual reference to tobacco prevention (the “quitline” notice).

² Only the combined warnings listed in Annex 1 may be used.

Art. 3 Appearance of the combined warning

¹ The image must occupy around 50 % of the surface of the combined warning.

² The additional warning must occupy around 38 % of the surface of the combined warning.

³ Where the image takes the form of a text, it must, together with the additional warning, occupy around 88 % of the surface of the combined warning.

⁴ The “quitline” notice must occupy around 12 % of the surface of the combined warning, not counting the filter of the broken cigarette which overlaps the border.

⁵ The additional warning and the colour photograph are linked graphically by a gradient zone going from 100% black to 0% black. This zone must occupy around 10 % of the surface of the combined warning.

Art. 4 Layout specifications

¹ The technical specifications for the layout of the combined warnings are listed in Annex 2.

² For the remainder, the technical specifications that must be followed are those contained in the following guidelines:

- a. “Combined warning editing, Guidance document” of 5 May 2006², issued by the Directorate General for Health and Consumer Protection of the European Commission, and;
- b. “Grafische Anpassungen des Rauchstopphinweises”³, (“Graphical modifications to the ‘quitline’ notice”) issued by the Federal Office of Public Health (FOPH).

Art. 5 Sequence of publication

¹ The combined warnings must be used in three print series in accordance with Annex 1. The print series must be implemented in rotation (Series 1, Series 2, Series 3, Series 1, etc.).

² The series is changed once every two years, on 1 January. Packaging units featuring the new series may go on sale in advance, between 1 October and 31 December of the year preceding the change of series.

³ Packaging units already produced which feature the combined warnings of the previous series may remain on sale as long as stocks last, but not later than 31 December of the year in which the series changed.

Art. 6 Use of the images and the “quitline” notice

¹ The images and the “quitline” notice contained in Annex 1 must be used exclusively for the creation of combined warnings.

² The federal authorities may, with the agreement of the FOPH, use the images for other purposes.

² These guidelines may be ordered free of charge from the FOPH: Bundesamt für Gesundheit (BAG), 3003 Bern, www.tobacco.bag.admin.ch, and are also available on the internet at the following address:

http://ec.europa.eu/health/ph_determinants/life_style/Tobacco/keydo_tobacco_en.htm.

³ These guidelines may be ordered free of charge from the FOPH: Bundesamt für Gesundheit (BAG), 3003 Bern, www.tobacco.bag.admin.ch.

Art. 7 Transitional provisions

¹ Packaging units of products governed by this Ordinance may remain on sale in accordance with the former provisions until 31 December 2009.

² The publication sequences start with the combined warnings of the first series on 1 January 2010 for all tobacco products.

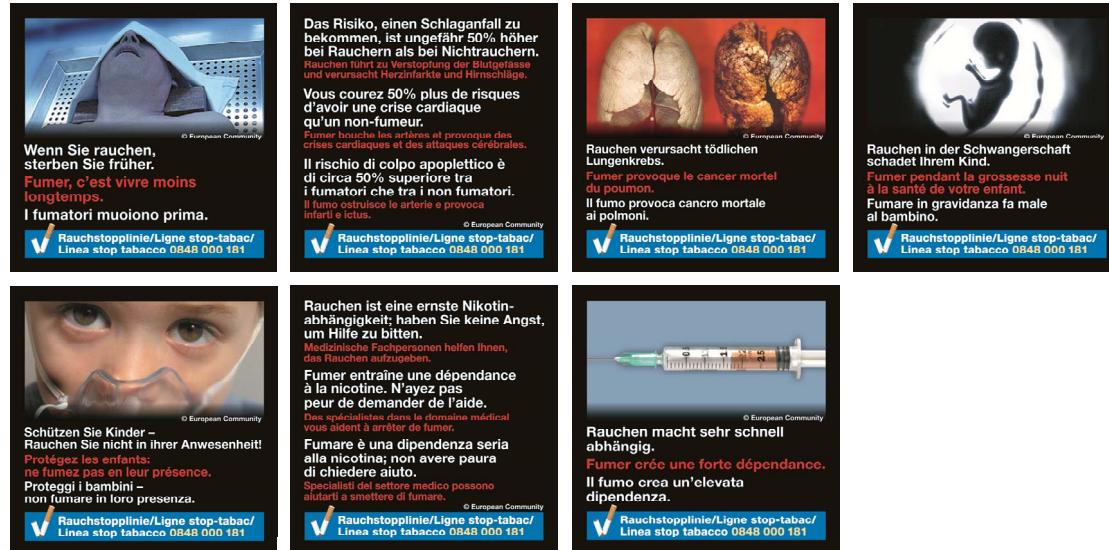
Art. 8 Commencement

This Ordinance comes into force on 1 January 2008.

Annex 1
 (Art. 2 para. 2, 5 para. 1 and 6 para. 1)⁴

The 42 combined warnings and their allocation to 3 print series

Series 1



⁴ The templates for printing the combined warnings may be ordered free of charge from the FOPH: Bundesamt für Gesundheit (BAG), 3003 Bern, www.tobacco.bag.admin.ch. In contrast to the warnings shown in this Annex, the templates used for printing the warnings on tobacco products contain no copyright notice.

Series 1



Series 2

<p>Lebenslange Raucher verlieren im Durchschnitt 14 Jahre ihres Lebens. Wenn Sie rauchen, sterben Sie früher.</p> <p>Continuez à fumer, et vous risquez de perdre 14 années de vie. Fumer, c'est vivre moins longtemps.</p> <p>I fumatori cronici perdono una media di 14 anni di vita. I fumatori muoiono prima.</p> <p><small>© European Community</small></p> <p>Rauchstopplinie/Ligne stop-tabac/ Linea stop tabacco 0848 000 181</p>	 <p>Rauchen führt zu Verstopfung der Blutgefäße und verursacht Herzinfarkte und Hirnenschläge. Fumer bouches les artères et provoque des crises cardiaques et des attaques cérébrales. Il fumo ostruisce le arterie e provoca infarti e ictus.</p> <p>Rauchstopplinie/Ligne stop-tabac/ Linea stop tabacco 0848 000 181</p>	 <p>Rauchen verursacht tödlichen Lungenkrebs. Fumer provoque le cancer mortel du poumon. Il fumo provoca cancro mortale ai polmoni.</p> <p><small>© Battiston Camera/Alamy</small></p> <p>Rauchstopplinie/Ligne stop-tabac/ Linea stop tabacco 0848 000 181</p>	 <p>Rauchen in der Schwangerschaft schadet Ihrem Kind. Fumer pendant la grossesse nuit à la santé de votre enfant. Fumare in gravidanza fa male al bambino.</p> <p><small>© European Community</small></p> <p>Rauchstopplinie/Ligne stop-tabac/ Linea stop tabacco 0848 000 181</p>
 <p><small>© European Community</small></p> <p>Schützen Sie Kinder – Rauchen Sie nicht in ihrer Anwesenheit! Protégez les enfants: ne fumez pas en leur présence. Proteggi i bambini – non fumare in loro presenza.</p> <p>Rauchstopplinie/Ligne stop-tabac/ Linea stop tabacco 0848 000 181</p>	 <p>Medizinische Fachberufe helfen Ihnen, das Rauchen aufzugeben. Des spécialistes dans le domaine médical vous aident à arrêter de fumer. Specialisti del settore medico possono aiutarvi a smettere di fumare.</p> <p>Rauchstopplinie/Ligne stop-tabac/ Linea stop tabacco 0848 000 181</p>	 <p>Rauchen macht sehr schnell abhängig. Fumer crée une forte dépendance. Il fumo crea un'elevata dipendenza.</p> <p><small>© European Community</small></p> <p>Rauchstopplinie/Ligne stop-tabac/ Linea stop tabacco 0848 000 181</p>	

Series 2



Series 3



Wenn Sie rauchen,
sterben Sie früher.
**Fumer, c'est vivre moins
longtemps.**
I fumatori muoiono prima.

Rauchstopplini/Ligne stop-tabac/
Linea stop tabacco 0848 000 181



Rauchen führt zu Verstopfung der Blutgefäße
und verursacht Herzinfarkte und Hirnenschläge.
**Fumer bouché les artères et provoque des
crises cardiaques et des attaques cérébrales.**
Il fumo ostruisce le arterie e provoca
infarti e ictus.

Rauchstopplini/Ligne stop-tabac/
Linea stop tabacco 0848 000 181



Rauchen verursacht tödlichen
Lungenkrebs.
**Fumer provoque le cancer mortel
du poumon.**
Il fumo provoca cancro mortale
ai polmoni.

Rauchstopplini/Ligne stop-tabac/
Linea stop tabacco 0848 000 181



Rauchen in
der Schwanger-
schaft schadet
Ihrem Kind.
**Fumer
pendant la
grossesse
nuage à la
santé de
votre enfant.**

Fumare in
gravidanza
fa male
al bambino.

Rauchstopplini/Ligne stop-tabac/
Linea stop tabacco 0848 000 181



Schützen Sie
Kinder –
Rauchen Sie
nicht in ihrer
Anwesenheit!

**Protégez
les enfants:
ne fumez
pas en leur
présence.**
**Proteggi i
bambini –
non fumare in
loro presenza.**

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Rauchstopplini/Ligne stop-tabac/
Linea stop tabacco 0848 000 181



Sie können es schaffen,
wir können helfen.
**Medizinische Fachpersonen helfen Ihnen,
das Rauchen aufzugeben.**

**Vous pouvez y arriver.
Nous vous aiderons.**
**Des spécialistes dans le domaine
médical vous aident à arrêter de fumer.**

**Tu puoi farcela,
noi possiamo aiutarli.**
**Specialisti del settore medico possono
aiutarvi a smettere di fumare.**

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Rauchstopplini/Ligne stop-tabac/
Linea stop tabacco 0848 000 181



Rauchen macht sehr schnell
abhängig.
Fumer crée une forte dépendance.
**Il fumo crea un'elevata
dipendenza.**

Rauchstopplini/Ligne stop-tabac/
Linea stop tabacco 0848 000 181

Series 3



Annex 2
(Art. 4 para. 1)

Technical specifications for the layout of combined warnings

1 General rules

- 1.1 The combined warnings must be reproduced without any changes to their proportions or colours.
- 1.2 They are conceived as a whole image and must not be amended.
- 1.3 They must be printed in four-colour/-CMYK-/ screen 133 lines per inch as a minimum requirement.

2 Special rules arising from the size of the package

Where the size of the package so requires, the combined warnings may be modified according to the following rules.

- 2.1 For the additional warnings, the font size and line breaks may be modified to ensure that the warnings are easily readable.
- 2.2 For images which consist of a white text, the font size and line breaks may be modified. The relative surfaces occupied by the image in the form of a white text and the additional warning must be respected.
- 2.3 For photographs and other coloured images, the graphical editing is carried out as follows:
 - a. by proportionate scaling of the photograph or the coloured image and
 - b. by varying the relative surfaces occupied by the photograph and by the corresponding text of the additional warning:
 1. where the proportion between the height and the width of the combined warning is less than 0.8, the additional warning placed under the image in the combined warnings listed in Annex 1 may be moved to the right of the photograph or other image.
 2. where the proportion between the height and the width of the combined warning exceeds 1.2, the additional warning placed to the side of the image in the combined warnings listed in Annex 1 may be moved under the photograph or other image.
- 2.4 In order to ensure that the “quitline” notice is easily readable, the font size and the line breaks (1, 2 or 4 lines) may be modified. The size of the image of the broken cigarette may be modified by proportionate scaling.