DOF: May 9, 2011

AGREEMENT whereby diverse items are modified such that the provisions are made known for the formulation, approval, application, use and incorporation of captions, images, pictograms, health messages and information that must appear on all packages of tobacco products, and on all packaging and external labeling thereof, and to make known the series of captions, images, pictograms, health messages and information that must appear on all packages of tobacco products, and on all packaging and external labeling thereof, starting on September 24, 2011.

In the margin a seal with the National Coat of Arms which says: United Mexican States – Secretary of Health.

JOSE ANGEL CORDOVA VILLALOBOS, Secretary of Health, based on Article 4, paragraph three of the Political Constitution of the United Mexican States, Articles 17 and 39, sections I, VII, XVI, XXI and XXIV of the Organic Law of Federal Public Administration; Article 3, sections XIV, XXII, XXIV and XXVI, 13, part A) sections IX and X, and 17 bis of the General Law of Health; Articles 5, section IV, 12 section IV, 15 section III, 18, 19, 20, 21 and 22 of the General Law for the Control of Tobacco; Articles 5, Section V, 30, 31, 32, 34, 35 and 37 of the Regulation of the General Law for the Control of Tobacco, and Article 3, Section I, sub-paragraph f) of the Regulation of the Federal Commission for Protection against Hazards to Health.

WHEREAS

Article 4 of the Political Constitution of the United Mexican States enshrines the right of all people to the protection of their health;

The Framework Convention for Tobacco Control of the WHO whose approval by the Senate of the Republic, published in the *Diario Oficial* of the Federation on May 12, 2004, gave it the standing of a Supreme Law pursuant to what Article 133 of Political Constitution of the United Mexican States establishes in its Article 11 regarding the obligation of each signatory country to adopt and apply, on the basis of its legislation, effective measures so that on packages and containers of tobacco products and on all packaging and external labeling thereof, there should appear health warnings that describe the harmful effects of the consumption of tobacco, as well as other appropriate messages, on an alternating basis, in large, clear, legible text, approved by the competent national authority, and moreover such warnings and messages may consist of images or pictograms, and furthermore, they shall contain information on the relevant components of the tobacco products and their emissions;

That Article 12, section IV, of the General Law for the Control of Tobacco, Transitory provision FIVE of the Decree for its promulgation and Article 5, section V of its Regulation, establish the obligation incumbent upon the Secretary of Health to publish in the *Diario Oficial* of the Federation mandatory provisions of a general nature that govern the formulation, approval, application, use and incorporation of captions, images, pictograms, health messages and information that is to be included on packages of tobacco products and on all packaging and external labeling thereof;

Article 18 of the General Law for the Control of Tobacco establishes the requirement that there should appear on all packages of tobacco products, and on all packaging and external labeling thereof, captions, pictograms or images of warnings that show the harmful effects of consuming tobacco products;

The Article whereby the provisions are made known for the formulation, approval, application, use and incorporation of captions, images, pictograms, health messages and information that must appear on all packages of tobacco products, and on all packaging and external labeling thereof, published in the *Diario Oficial* of the Federation on December 24, 2009, establishes in its Annex I the

Pictograms and Health Messages that must be included on packages of tobacco products and all packaging and labeling thereof, which have been in effect since September 24, 2010, and

The aforesaid Agreement establishes in its Transitory provision THREE that the Secretary of Health shall publish the series of pictograms and captions that shall, as appropriate, replace or supplement the preceding ones within a period such that the parties in question shall be able to comply with the applicable provisions for the packaging and external labeling of tobacco products, wherefore I have found it suitable to issue the following:

AGREEMENT WHEREBY DIVERSE ITEMS ARE MODIFIED SUCH THAT THE PROVISIONS ARE MADE KNOWN FOR THE FORMULATION, APPROVAL, APPLICATION, USE AND INCORPORATION OF CAPTIONS, IMAGES, PICTOGRAMS, HEALTH MESSAGES AND INFORMATION THAT MUST APPEAR ON ALL PACKAGES OF TOBACCO PRODUCTS AND ON ALL PACKAGING AND EXTERNAL LABELLING THEREOF, AND TO MAKE KNOWN THE SERIES OF CAPTIONS, IMAGES, PICTOGRAMS, HEALTH MESSAGES AND INFORMATION THAT MUST APPEAR ON ALL PACKAGES OF TOBACCO PRODUCTS AND ON ALL PACKAGING AND EXTERNAL LABELLING THEREOF, STARTING ON SEPTEMBER 24, 2011.

ONE. – TRANSITORY PROVISION THREE of the Agreement whereby the provisions are made known for the formulation, approval, application, use and incorporation of captions, images, pictograms, health messages and information that must appear on all packages of tobacco products, and on all packaging and external labeling thereof, published in the *Diario Oficial* of the Federation on December 24, 2009, shall be amended to read as follows:

THREE. The Secretary of Health shall publish the series of pictograms and captions that shall, as appropriate, replace or supplement the preceding ones within a period such that the parties in question shall be able to comply with the applicable provisions for the packaging and external labeling of tobacco products, **determining the schedule and dates for their entry into force.**

TWO. – By means of Annex 1 of this Agreement, the series of captions, images, pictograms, health messages and information that must appear on all packages of tobacco products, and on all packaging and external labeling thereof is made known, which are to be applied starting on September 24, 2011, pursuant to TRANSITORY PROVISION THREE of the Agreement, whereby the provisions are made known for the formulation, approval, application, use and incorporation of captions, images, pictograms, health messages and information that must appear on all packages of tobacco products, and on all packaging and external labeling thereof, published in the *Diario Oficial* of the Federation on December 24, 2009.

THREE. – The health messages and pictograms established in Annex 1 must appear in equal amounts on each brand of tobacco products manufactured, produced or imported and distributed within the national territory, without favoring one brand over another, and with the following schedule:

- a) The pictograms contained in the aforementioned Annex marked as 1 and 2 must appear on all packages of tobacco products, and on all packaging and external labeling thereof, produced, manufactured or imported in the national territory, starting on September 24, 2011.
- b) On December 24, 2011, the pictograms contained in the Annex in question marked as 3 and 4 must begin to appear on all packages of tobacco products, and on all packaging and external labeling thereof, produced, manufactured or imported in the national territory.
- c) On March 24, 2012, the pictograms contained in the Annex in question marked as 5 and 6 must begin to appear on all packages of tobacco products, and on all packaging and external labeling thereof, that are produced, manufactured or imported in the national territory.
- d) On June 24, 2012 and up until September 23, 2012, the pictograms contained in the Annex in question marked as 7 and 8 must begin to appear on all packages of tobacco products, and on all packaging and external labeling thereof, that are produced, manufactured or imported in the national territory.

For purposes of compliance with the sub-paragraphs indicated above, the companies that produce and import tobacco products shall be solely responsible for the timely and correct use and application of the pictograms mentioned above, so that arrangements for printing must be planned to fit in with their annual production schedule.

FOUR. –For tobacco products that do not generate smoke when they are used or consumed, in addition to what is stated in the Agreement whereby the provisions are made known for the formulation, approval, application, use and incorporation of captions, images, pictograms, health messages and information that must appear on all packages of tobacco products, and on all packaging and external labeling thereof, published in the *Diario Oficial* of the Federation on December 24, 2009, there must appear on 100% of the surface of their lateral sides on all packages produced, manufactured or imported and that are distributed within the national territory, the captions indicated in sub-paragraph C of Annex 1 of this Agreement, without favoring one brand over another, and with the following schedule:

- a) The caption marked as C-1 must appear on tobacco products that do not generate smoke and that have been produced, manufactured or imported in the national territory, starting on September 24, 2011.
- b) The caption marked as C-2 must appear on tobacco products produced, manufactured or imported in the national territory that do not generate smoke, starting on December 24, 2011.
- c) The caption marked as C-3 must appear on tobacco products produced, manufactured or imported in the national territory that do not generate smoke, starting on March 24, 2012.
- d) The caption marked as C-4 must appear on tobacco products produced, manufactured or imported in the national territory that do not generate smoke, starting on June 24, 2012, and until September 23, 2012.

For purposes of compliance with the sub-paragraphs indicated above, the companies that produce and import tobacco products shall be solely responsible for the timely and correct use and application of the pictograms mentioned above, so that arrangements for printing must be planned to fit in with their annual production schedule.

FIVE. – The Secretary of Health undertakes to make available in both printed and digital form the annexes mentioned in this agreement, so that the templates can be downloaded and used without any modification by the Tobacco Industry.

TRANSITORY PROVISIONS

ONE. – This Agreement shall enter into force on September 24, 2011.

TWO. – Annex 1 of this Agreement replaces in its scope and content the Annex 1 mentioned in the Agreement whereby the provisions are made known for the formulation, approval, application, use and incorporation of captions, images, pictograms, health messages and information that must appear on all packages of tobacco products, and on all packaging and external labeling thereof, published in the *Diario Oficial* of the Federation on December 24, 2009.

Mexico City, Federal District, on April Eighteenth, Two Thousand and Eleven. – The Secretary of Health, José Angel Córdova Villalobos. – Stamp.

ANNEX 1 OF THE AGREEMENT WHEREBY DIVERSE ITEMS ARE MODIFIED SUCH THAT THE PROVISIONS ARE MADE KNOWN FOR THE FORMULATION, APPROVAL, APPLICATION, USE AND INCORPORATION OF CAPTIONS, IMAGES, PICTOGRAMS, HEALTH MESSAGES AND INFORMATION THAT MUST APPEAR ON ALL PACKAGES OF TOBACCO PRODUCTS, AND ON ALL PACKAGING AND EXTERNAL LABELLING THEREOF, AND TO MAKE KNOWN THE SERIES OF CAPTIONS, IMAGES, PICTOGRAMS, HEALTH MESSAGES AND INFORMATION THAT MUST APPEAR ON ALL PACKAGES OF TOBACCO PRODUCTS, AND ON ALL PACKAGING AND EXTERNAL LABELLING THEREOF, STARTING ON SEPTEMBER 24, 2011.

A) CHARACTERISTICS THAT MUST BE COMPLIED WITH ON PACKAGES OF TOBACCO PRODUCTS AND ALL PACKAGING AND LABELING THEREOF.

Mouth cancer					
		MOUTH CANCER			
PICTOGRAM		MOOTTCANCER			
The image of the pictogram must cover		Smoking is the main cause			M S
at least 30% of the upper portion of the		of cancer of the mouth. It			Š
back surface of the box or pack of		prevents you from eating			Ī
cigarettes		and drinking, and an early			CA C
cigarettes		death awaits you.			G CAUSE
		Contains BENZOPYRENE			SMOKING CAUSES MOUTH CANCER
TEXT OF PICTOGRAM		CONTAINS BENZOPYRENE			Š
					Ē
Neue Helvetica Bold 10 pt. condensed to		A toxic byproduct that			코
75% maximum 100% minimum.		causes tumors			_
		Dare to quit smoking. Call			
		01 800 966 3863			
	100	HEALTH MESSAGE	ak ar bay		
	100	% of the back surface of the pa			VARNING
HEADING		PANEL:		-	-
[Neue Helvetica Bold 11 pt., with		Content	th intarling	•	etica Bold 11
interline spacing of 14 pt., 100% high		Neue Helvetica Bold 9 pt., with			erline spacing
and 100% wide, text centered. No folds of the box should cross a line of text.		spacing of 11 pt., 100% high a			00% high and
of the box should cross a line of text.		text aligned to the left, witho		100% wide, centered.	lexi
CENTRAL MESSAGE		Placement: to the left 2 mm f		centered.	
		below 2 mm, measuring from		COLOR	
Neue Helvetica Bold 8 pt., with interline		the last indent; above 2 mm f			(+ h - +, f
spacing of 12 pt., 100% high and 100%		measured from the top to the	e first indent.		f the typeface
inter-lettering normal or zero, in upper		Panel:		must be Pa	e of the panel
and lower case, text aligned to the left, 4			nd hoight	with color s	
mm from the fold. Centered vertically		Rectangle of variable width a	-		
between the heading and the panel.		depending on paragraph inde			.0% magenta
		pack or box, so that the prop		and 80% ye	llow.
		panel for the health caption a			
		characteristics in the prototy		-	PERMITTED
		line of 1 pt. thickness. The pa		Neue Helve	
		6 mm from the line at the bas		(may be rep	,
		recommendation and 2 mm f	rom the left fold		old or Arial
		of the box.		Bold)]	
		RECOMMENDATION AND HE			
	1	Neue Helvetica Bold 9.5 pt., v			
		spacing of 12 pt., 100% high a			
		text centered, with the phone			
		number in 10 pt.			
	1	Between the base line of the	help phone		
	1	number and the line of the fo			
	1	edge of the box there should			
		space.			
	1			I	

Heart attack		
	HEART ATTACK	_
PICTOGRAM The image of the pictogram must cover at least 30% of the upper portion of the back surface of the box or pack of cigarettes	Smoking and breathing tobacco smoke blocks the arteries of the heart causing heart attacks and death.	IN MEXICO 1 OUT OF EVERY 2 HEAR
TEXT OF PICTOGRAM Neue Helvetica Bold 10 pt. condensed to 75% maximum 100% minimum.	Contains chemicals that get into the bloodstream, forming clots that obstruct the arteries	D TO SMOKE
	Dare to quit smoking. Call 01 800 966 3863	
	HEALTH MESSAGE	
	100% of the back surface of the pack or box	
HEADING	PANEL:	SIDE WARNING
Neue Helvetica Bold 11 pt., with interline spacing of 14 pt., 100% high and 100% wide, text centered. No folds of the box should cross a line of text. CENTRAL MESSAGE Neue Helvetica Bold 8 pt., with interline spacing of 12 pt., 100% high and 100% inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically between the heading and the panel.	ContentNeue Helvetica Bold 9 pt., with interline spacing of11 pt., 100% high and 100% wide, text aligned tothe left, without word breaks.Placement: to the left 2 mm from the panel; below2 mm, measuring from the base line of the lastindent; above 2 mm from the panel, measuredfrom the top to the first indent. Panel: Rectangle of variable width and height dependingon paragraph indents and size of pack or box, sothat the proportions of the panel for the healthcaption are to adapt to the characteristics in theprototype above with a line of 1 pt. thickness. Thepanel is to be placed 6 mm from the line at thebase of the recommendation and 2 mm from theleft fold of the box. RECOMMENDATION AND HELP NUMBER Neue Helvetica Bold 9.5 pt., with interline spacingof 12 pt., 100% high and 100% wide, text centered,with the phone help-line number in 10 pt.Between the base line of the help phone numberand the line of the fold of the lower edge of thebox there should be 4 mm of free space.	Neue Helvetica Bold 11 pt., with interline spacing of 13 pt., 100% high and 100% wide, text centered. COLOR The color of the typeface and the line of the panel must be Pantone 115 with color selection (CMYK) at 10% magenta and 80% yellow. TYPEFACE PERMITTED Neue Helvetica Bold (may be replaced by Helvetica Bold or Arial Bold)

Throat cancer			
	THROAT CANCER		
PICTOGRAM			s
The image of the pictogram must cover	Because of smoking,		MC
at least 30% of the upper portion of the	tumors form in the throat.		N N
back surface of the box or pack of	Often the larynx has to be		NG
cigarettes	removed, which is essential		ĥ
5	to eating, drinking and		SU
	talking you cease to live a		ES
	normal life		로
			No ²
	Contains CADMIUM		SMOKING CAUSES THROAT CANCER
TEXT OF PICTOGRAM			AN
Neue Helvetica Bold 10 pt. condensed to	A toxic agent that		ICE
75% maximum 100% minimum.	accumulates in your system		7
	and causes cancer.		
	Dare to quit smoking. Call		
	01 800 966 3863		
	01 800 900 3803		
	HEALTH MESSAGE		
	.00% of the back surface of the pack or box		
HEADING	PANEL:	SIDE	WARNING
Neue Helvetica Bold 11 pt., with	Content	Neue Hel	vetica Bold
interline spacing of 14 pt., 100% high	Neue Helvetica Bold 9 pt., with interline spacing of	11 pt., wi	ith interline
and 100% wide, text centered. No folds	11 pt., 100% high and 100% wide, text aligned to	spacing o	of 13 pt., 100%
of the box should cross a line of text.	the left, without word breaks.	high and	100% wide,
	Placement: to the left 2 mm from the panel; below	text cent	ered.
CENTRAL MESSAGE	2 mm, measuring from the base line of the last		
Neue Helvetica Bold 8 pt., with interline	indent; above 2 mm from the panel, measured	COLOR	
spacing of 12 pt., 100% high and 100%	from the top to the first indent.	The color	
inter-lettering normal or zero, in upper		<i>'</i> ''	and the line
and lower case, text aligned to the left, 4	Panel:		nel must be
mm from the fold. Centered vertically	Rectangle of variable width and height depending	Pantone	
between the heading and the panel	on paragraph indents and size of pack or box, so		ection (CMYK)
	that the proportions of the panel for the health		agenta and
	caption are to adapt to the characteristics in the	80% yello	ow.
	prototype above with a line of 1 pt. thickness. The		
	panel is to be placed 6 mm from the line at the	_	E PERMITTED
	base of the recommendation and 2 mm from the		vetica Bold
	left fold of the box.	· · ·	replaced by
	RECOMMENDATION AND HELP NUMBER	Bold)	Bold or Arial
	Neue Helvetica Bold 9.5 pt., with interline spacing	bolu j	
	of 12 pt., 100% high and 100% wide, text centered,		
	with the phone help-line number in 10 pt.		
	Between the base line of the help phone number		
	and the line of the fold of the lower edge of the		
	box there should be 4 mm of free space.		
	set and a set that of the space		

Asthma	1				
PICTOGRAM The image of the pictogram must cover at least 30% of the upper portion of the back surface of the box or pack of cigarettes TEXT OF PICTOGRAM Neue Helvetica Bold 10 pt. condensed to 75% maximum 100% minimum.		RESPIRATORY DISEASES Breathing the toxic agents in tobacco smoke causes severe illnesses in children such as asthma, bronchitis, otitis and pneumonia Contains BUTANE A poisonous gas that oxidizes the lungs			INHALING TOBACCO SMOKE CAUSES ASTHMA
		Dare to quit smoking. Call 01 800 966 3863			
	100	HEALTH MESSAGE % of the back surface of the pac	ck or box		
HEADING Neue Helvetica Bold 11 pt., with interline spacing of 14 pt., 100% high and 100% wide, text centered. No folds of the box should cross a line of text. CENTRAL MESSAGE Neue Helvetica Bold 8 pt., with interline spacing of 12 pt., 100% high and 100% inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically between the heading and the panel		PANEL: Content Neue Helvetica Bold 9 pt., wit 11 pt., 100% high and 100% w the left, without word breaks. Placement: to the left 2 mm f 2 mm, measuring from the ba indent; above 2 mm from the from the top to the first inder Panel: Rectangle of variable width and on paragraph indents and size that the proportions of the paracaption are to adapt to the ch prototype above with a line o panel is to be placed 6 mm from base of the recommendation left fold of the box. RECOMMENDATION AND HE Neue Helvetica Bold 9.5 pt., w of 12 pt., 100% high and 1009 with the phone help-line num Between the base line of the and the line of the fold of the box there should be 4 mm of	vide, text aligned to rom the panel; below ise line of the last panel, measured at. and height depending e of pack or box, so anel for the health aracteristics in the f 1 pt. thickness. The pom the line at the and 2 mm from the LP NUMBER vith interline spacing 6 wide, text centered, ber in 10 pt. help phone number lower edge of the	Neue He 11 pt., w spacing of high and text cent COLOR The color typeface of the pa Pantone color sele at 10% m 80% yello TYPEFAC Neue He (may be	r of the and the line nel must be 115 with ection (CMYK) nagenta and

Emphysema					
LUNG WITH EMPHYSEMA					
HEALTHY LUNG					
PICTOGRAM The image of the pictogram must co at least 30% of the upper portion of back surface of the box or pack of cigarettes TEXT OF PICTOGRAM Neue Helvetica Bold 10 pt. condens 75% maximum 100% minimum.	f the	EMPHYSEMA In Mexico, 7 out of every 10 people with emphysema used to smoke. Emphysema destroys the lungs, and prevents you from breathing and engaging in activities. Contains CYANIDE A poisonous gas that destroys the tissue of the			EACH CIGARETTE YOU SMOKE SERIOUSLY DAMAGES YOUR LUNGS
		lungs. Dare to quit smoking. Call 01 800 966 3863	-		
	10	HEALTH MESSAGE 20% of the back surface of the pa	ick or box		
HEADING Neue Helvetica Bold 11 pt., with interline spacing of 14 pt., 100% hig and 100% wide, text centered. No f of the box should cross a line of tex CENTRAL MESSAGE Neue Helvetica Bold 8 pt., with inte spacing of 12 pt., 100% high and 10 inter-lettering normal or zero, in up and lower case, text aligned to the mm from the fold. Centered vertica between the heading and the panel	olds erline 00% oper left, 4 ally	PANEL: Content Neue Helvetica Bold 9 pt., wi 11 pt., 100% high and 100% of the left, without word breaks Placement: to the left 2 mm 2 mm, measuring from the b indent; above 2 mm from the from the top to the first inde Panel: Rectangle of variable width a on paragraph indents and siz that the proportions of the p caption are to adapt to the c prototype above with a line of panel is to be placed 6 mm fn base of the recommendation left fold of the box. RECOMMENDATION AND HI Neue Helvetica Bold 9.5 pt., of 12 pt., 100% high and 100 with the phone help-line nur Between the base line of the and the line of the fold of the box there should be 4 mm of	wide, text aligned to s. from the panel; below ase line of the last e panel, measured int. and height depending te of pack or box, so anel for the health haracteristics in the of 1 pt. thickness. The rom the line at the n and 2 mm from the ELP NUMBER with interline spacing % wide, text centered, mber in 10 pt. help phone number e lower edge of the	Neue Hel 11 pt., wi spacing o high and text center COLOR The color typeface of the pai Pantone color sele at 10% m 80% yello TYPEFAC Neue Hel (may be n	of the and the line nel must be 115 with action (CMYK) agenta and

Gangrene					
PICTOGRAM The image of the pictogram must cov at least 30% of the upper portion of t back surface of the box or pack of cigarettes TEXT OF PICTOGRAM Neue Helvetica Bold 10 pt. condense 75% maximum 100% minimum.	he	GANGRENE Just like diabetes, smoking destroys your arteries, and causes you to have gangrene which leads to amputation Contains CHROME And other metals that damage the arteries			THIS PRODUCT CAUSES YOU TO HAVE GANGRENE
		Dare to quit smoking. Call 01 800 966 3863			
	100	HEALTH MESSAGE % of the back surface of the pac	ck or box		
HEADING Neue Helvetica Bold 11 pt., with interline spacing of 14 pt., 100% high and 100% wide, text centered. No fo of the box should cross a line of text. CENTRAL MESSAGE Neue Helvetica Bold 8 pt., with inter spacing of 12 pt., 100% high and 100 inter-lettering normal or zero, in upp and lower case, text aligned to the le mm from the fold. Centered vertical between the heading and the panel	ds line % er ft, 4	 PANEL: Content Neue Helvetica Bold 9 pt., with 11 pt., 100% high and 100% v the left, without word breaks Placement: to the left 2 mm f 2 mm, measuring from the baindent; above 2 mm from the from the top to the first inder Panel: Rectangle of variable width and on paragraph indents and size that the proportions of the paic caption are to adapt to the ch prototype above with a line of panel is to be placed 6 mm fm base of the recommendation left fold of the box. RECOMMENDATION AND HE Neue Helvetica Bold 9.5 pt., v of 12 pt., 100% high and 1009 with the phone help-line num Between the base line of the and the line of the fold of the box there should be 4 mm of 	vide, text aligned to rom the panel; below ase line of the last panel, measured nt. and height depending e of pack or box, so anel for the health naracteristics in the f 1 pt. thickness. The om the line at the and 2 mm from the LP NUMBER vith interline spacing 6 wide, text centered, aber in 10 pt. help phone number lower edge of the	Neue Hel 11 pt., w spacing c high and text cent COLOR The color typeface of the pa Pantone color sele at 10% m 80% yello TYPEFAC Neue Hel (may be	r of the and the line nel must be 115 with ection (CMYK) nagenta and

Lung cancer	Т				
		LUNG CANCER			
PICTOGRAM					SM
The image of the pictogram must cover		In Mexico, smoking is the			SMOKING CAUSES LUNG CANCER
at least 30% of the upper portion of the		cause of 9 out of 10 deaths			
back surface of the box or pack of		from lung cancer.			GCAN
cigarettes	_				IG CAUSI CANCER
TEXT OF DICTOCDANA		Contains POLONIUM 210			R
TEXT OF PICTOGRAM		A radioactive substance			E
Neue Helvetica Bold 10 pt. condensed to 75% maximum 100% minimum.		that is highly toxic.			NG
		that is highly toxic.			
			-		
	1	Dare to quit smoking. Call			
		01 800 966 3863			
		HEALTH MESSAGE			
	100	% of the back surface of the pa	ck or box		
HEADING		PANEL:		-	WARNING
Neue Helvetica Bold 11 pt., with		Content			lvetica Bold
interline spacing of 14 pt., 100% high		Neue Helvetica Bold 9 pt., wi			ith interline
and 100% wide, text centered. No folds		11 pt., 100% high and 100% v			of 13 pt., 100%
of the box should cross a line of text.		the left, without word breaks		0	100% wide,
		Placement: to the left 2 mm		text cent	ered.
CENTRAL MESSAGE		2 mm, measuring from the ba			
Neue Helvetica Bold 8 pt., with interline		indent; above 2 mm from the	,	COLOR	C . 1
spacing of 12 pt., 100% high and 100%		from the top to the first inde	nt.	The color	
					and the line
inter-lettering normal or zero, in upper		Danah		<i>'</i> .	
inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4		Panel:	nd height depending	of the pa	
inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically		Rectangle of variable width a	J . J	of the pa Pantone	115 with
inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4		Rectangle of variable width a on paragraph indents and siz	e of pack or box, so	of the pa Pantone color sele	115 with ection (CMYK)
inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically		Rectangle of variable width a on paragraph indents and siz that the proportions of the p	e of pack or box, so anel for the health	of the pa Pantone color sele at 10% m	115 with ection (CMYK) nagenta and
inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically		Rectangle of variable width a on paragraph indents and siz that the proportions of the p caption are to adapt to the cl	e of pack or box, so anel for the health haracteristics in the	of the pa Pantone color sele	115 with ection (CMYK) nagenta and
inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically		Rectangle of variable width a on paragraph indents and siz that the proportions of the p caption are to adapt to the cl prototype above with a line of	e of pack or box, so anel for the health haracteristics in the of 1 pt. thickness. The	of the pa Pantone color sele at 10% m 80% yello	115 with ection (CMYK) nagenta and ow.
inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically		Rectangle of variable width a on paragraph indents and siz that the proportions of the p caption are to adapt to the cl prototype above with a line of panel is to be placed 6 mm fr	e of pack or box, so anel for the health haracteristics in the of 1 pt. thickness. The rom the line at the	of the pa Pantone color sele at 10% m 80% yello TYPEFAC	115 with ection (CMYK) nagenta and ow. E PERMITTED
inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically		Rectangle of variable width a on paragraph indents and siz that the proportions of the p caption are to adapt to the cl prototype above with a line of panel is to be placed 6 mm fr base of the recommendation	e of pack or box, so anel for the health haracteristics in the of 1 pt. thickness. The rom the line at the	of the pa Pantone color sele at 10% m 80% yello TYPEFAC Neue Hel	115 with ection (CMYK) nagenta and ow. TE PERMITTED Ivetica Bold
inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically		Rectangle of variable width a on paragraph indents and siz that the proportions of the p caption are to adapt to the cl prototype above with a line of panel is to be placed 6 mm fr	e of pack or box, so anel for the health haracteristics in the of 1 pt. thickness. The rom the line at the	of the pa Pantone color sele at 10% m 80% yello TYPEFAC Neue Hel (may be b	115 with ection (CMYK) nagenta and ow. E PERMITTED Ivetica Bold replaced by
inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically		Rectangle of variable width a on paragraph indents and siz that the proportions of the p caption are to adapt to the cl prototype above with a line of panel is to be placed 6 mm fr base of the recommendation	e of pack or box, so anel for the health haracteristics in the of 1 pt. thickness. The rom the line at the and 2 mm from the	of the pa Pantone color sele at 10% m 80% yello TYPEFAC Neue Hel (may be b	115 with ection (CMYK) nagenta and ow. E PERMITTED Ivetica Bold replaced by
inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically		Rectangle of variable width a on paragraph indents and siz that the proportions of the p caption are to adapt to the cl prototype above with a line of panel is to be placed 6 mm fr base of the recommendation left fold of the box.	e of pack or box, so anel for the health haracteristics in the of 1 pt. thickness. The om the line at the and 2 mm from the ELP NUMBER	of the pa Pantone color sele at 10% m 80% yello TYPEFAC Neue Hel (may be h Helvetica	115 with ection (CMYK) nagenta and ow. E PERMITTED Ivetica Bold replaced by
inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically		Rectangle of variable width a on paragraph indents and siz that the proportions of the p. caption are to adapt to the cl prototype above with a line c panel is to be placed 6 mm fr base of the recommendation left fold of the box.	e of pack or box, so anel for the health haracteristics in the of 1 pt. thickness. The rom the line at the and 2 mm from the ELP NUMBER with interline spacing	of the pa Pantone color sele at 10% m 80% yello TYPEFAC Neue Hel (may be h Helvetica	115 with ection (CMYK) nagenta and ow. E PERMITTED Ivetica Bold replaced by
inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically		Rectangle of variable width a on paragraph indents and siz that the proportions of the p caption are to adapt to the cl prototype above with a line of panel is to be placed 6 mm fr base of the recommendation left fold of the box. RECOMMENDATION AND HE Neue Helvetica Bold 9.5 pt., A	e of pack or box, so anel for the health haracteristics in the of 1 pt. thickness. The rom the line at the and 2 mm from the ELP NUMBER with interline spacing % wide, text centered,	of the pa Pantone color sele at 10% m 80% yello TYPEFAC Neue Hel (may be h Helvetica	115 with ection (CMYK) nagenta and ow. E PERMITTED Ivetica Bold replaced by
inter-lettering normal or zero, in upper and lower case, text aligned to the left, 4 mm from the fold. Centered vertically		Rectangle of variable width a on paragraph indents and siz that the proportions of the p caption are to adapt to the cl prototype above with a line of panel is to be placed 6 mm fr base of the recommendation left fold of the box. RECOMMENDATION AND HE Neue Helvetica Bold 9.5 pt., o of 12 pt., 100% high and 1009	e of pack or box, so anel for the health haracteristics in the of 1 pt. thickness. The rom the line at the and 2 mm from the ELP NUMBER with interline spacing % wide, text centered, nber in 10 pt.	of the pa Pantone color sele at 10% m 80% yello TYPEFAC Neue Hel (may be h Helvetica	115 with ection (CMYK) hagenta and ow. E PERMITTED lvetica Bold
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A victim of this product			
· · ·	PREMATURE BIRTH		
PICTOGRAM			
The image of the pictogram must cover	Inhaling tobacco smoke		his
at least 30% of the upper portion of the	during pregnancy reduces		pr
back surface of the box or pack of	the oxygen and nutrients		୍ଷ ପ୍ର
cigarettes	that reach the fetus.		lus
	Causes miscarriage,		es f
	premature birth and		ver
	physical and mental		s le
	damage.		xyg uffe
	Contains FORMALDEHYDE		This product lowers oxygenation and causes fetal suffering
TEXT OF PICTOGRAM			ion
Neue Helvetica Bold 10 pt. condensed to	A toxic agent that is used		and
75% maximum 100% minimum.	for embalming corpses		<u>ц</u>
	Dare to quit smoking. Call		
	01 800 966 3863		
	HEALTH MESSAGE		
	100% of the back surface of the pack or box		
HEADING	PANEL:	SIDE	WARNING
Neue Helvetica Bold 11 pt., with	Content	Neue Hel	vetica Bold
interline spacing of 14 pt., 100% high	Neue Helvetica Bold 9 pt., with interline spacing of	11 pt., wi	th interline
and 100% wide, text centered. No folds	11 pt., 100% high and 100% wide, text aligned to	spacing o	of 13 pt., 100%
of the box should cross a line of text.	the left, without word breaks.	high and	100% wide,
	Placement: to the left 2 mm from the panel; below	text cent	ered.
CENTRAL MESSAGE	2 mm, measuring from the base line of the last		
Neue Helvetica Bold 8 pt., with interline	indent; above 2 mm from the panel, measured	COLOR	
spacing of 12 pt., 100% high and 100%	from the top to the first indent.	The color	of the
inter-lettering normal or zero, in upper			
			and the line
and lower case, text aligned to the left, 4	Panel:	typeface	and the line nel must be
mm from the fold. Centered vertically	Rectangle of variable width and height depending	typeface	nel must be
-	Rectangle of variable width and height depending on paragraph indents and size of pack or box, so	typeface of the pa Pantone	nel must be
mm from the fold. Centered vertically	Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health	typeface of the pa Pantone color sele at 10% m	nel must be 115 with ection (CMYK) aggenta and
mm from the fold. Centered vertically	Rectangle of variable width and height depending on paragraph indents and size of pack or box, so	typeface of the pa Pantone color sele	nel must be 115 with ection (CMYK) aggenta and
mm from the fold. Centered vertically	Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health	typeface of the pa Pantone color sele at 10% m	nel must be 115 with ection (CMYK) aggenta and
mm from the fold. Centered vertically	Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the	typeface of the pa Pantone color sele at 10% m 80% yello	nel must be 115 with ection (CMYK) aggenta and
mm from the fold. Centered vertically	Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the prototype above with a line of 1 pt. thickness. The	typeface of the pa Pantone color sele at 10% m 80% yello	nel must be 115 with ection (CMYK) lagenta and ow.
mm from the fold. Centered vertically	Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the prototype above with a line of 1 pt. thickness. The panel is to be placed 6 mm from the line at the	typeface of the pa Pantone color sele at 10% m 80% yello TYPEFAC Neue Hel (may be n	nel must be 115 with ection (CMYK) lagenta and ow. E PERMITTED vetica Bold replaced by
mm from the fold. Centered vertically	Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the prototype above with a line of 1 pt. thickness. The panel is to be placed 6 mm from the line at the base of the recommendation and 2 mm from the left fold of the box.	typeface of the pa Pantone color sele at 10% m 80% yello TYPEFAC Neue Hel (may be n Helvetica	nel must be 115 with ection (CMYK) lagenta and ow. E PERMITTED vetica Bold
mm from the fold. Centered vertically	Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the prototype above with a line of 1 pt. thickness. The panel is to be placed 6 mm from the line at the base of the recommendation and 2 mm from the left fold of the box. RECOMMENDATION AND HELP NUMBER	typeface of the pa Pantone color sele at 10% m 80% yello TYPEFAC Neue Hel (may be n	nel must be 115 with ection (CMYK) lagenta and ow. E PERMITTED vetica Bold replaced by
mm from the fold. Centered vertically	Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the prototype above with a line of 1 pt. thickness. The panel is to be placed 6 mm from the line at the base of the recommendation and 2 mm from the left fold of the box. RECOMMENDATION AND HELP NUMBER Neue Helvetica Bold 9.5 pt., with interline spacing	typeface of the pa Pantone color sele at 10% m 80% yello TYPEFAC Neue Hel (may be n Helvetica	nel must be 115 with ection (CMYK) lagenta and ow. E PERMITTED vetica Bold replaced by
mm from the fold. Centered vertically	Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the prototype above with a line of 1 pt. thickness. The panel is to be placed 6 mm from the line at the base of the recommendation and 2 mm from the left fold of the box. RECOMMENDATION AND HELP NUMBER Neue Helvetica Bold 9.5 pt., with interline spacing of 12 pt., 100% high and 100% wide, text centered,	typeface of the pa Pantone color sele at 10% m 80% yello TYPEFAC Neue Hel (may be n Helvetica	nel must be 115 with ection (CMYK) lagenta and ow. E PERMITTED vetica Bold replaced by
mm from the fold. Centered vertically	 Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the prototype above with a line of 1 pt. thickness. The panel is to be placed 6 mm from the line at the base of the recommendation and 2 mm from the left fold of the box. RECOMMENDATION AND HELP NUMBER Neue Helvetica Bold 9.5 pt., with interline spacing of 12 pt., 100% high and 100% wide, text centered, with the phone help-line number in 10 pt. 	typeface of the pa Pantone color sele at 10% m 80% yello TYPEFAC Neue Hel (may be n Helvetica	nel must be 115 with ection (CMYK) lagenta and ow. E PERMITTED vetica Bold replaced by
mm from the fold. Centered vertically	 Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the prototype above with a line of 1 pt. thickness. The panel is to be placed 6 mm from the line at the base of the recommendation and 2 mm from the left fold of the box. RECOMMENDATION AND HELP NUMBER Neue Helvetica Bold 9.5 pt., with interline spacing of 12 pt., 100% high and 100% wide, text centered, with the phone help-line number in 10 pt. 	typeface of the pa Pantone color sele at 10% m 80% yello TYPEFAC Neue Hel (may be n Helvetica	nel must be 115 with ection (CMYK) lagenta and ow. E PERMITTED vetica Bold replaced by
mm from the fold. Centered vertically	 Rectangle of variable width and height depending on paragraph indents and size of pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the prototype above with a line of 1 pt. thickness. The panel is to be placed 6 mm from the line at the base of the recommendation and 2 mm from the left fold of the box. RECOMMENDATION AND HELP NUMBER Neue Helvetica Bold 9.5 pt., with interline spacing of 12 pt., 100% high and 100% wide, text centered, with the phone help-line number in 10 pt. 	typeface of the pa Pantone color sele at 10% m 80% yello TYPEFAC Neue Hel (may be n Helvetica	nel must be 115 with ection (CMYK) lagenta and ow. E PERMITTED vetica Bold replaced by

PICTOGRAM

The image of the pictogram should cover at least 30% of the upper part of the box or pack of cigarettes.

PICTOGRAM TEXT

Neue Helvetica Bold 10 pt., condensed at maximum width 75%, 100% minimum, with yellow letters.

HEALTH MESSAGE

HEADING

Neue Helvetica Bold 11 pt., with interline spacing of 14 pt., 100% high and 100% wide, interlettering normal or zero, in upper case, text centered. No folds of the box should cross a line of text, on black background with yellow letters.

CENTRAL MESSAGE

Neue Helvetica Bold 9 pt., with interline spacing of 12 pt., 100% high and 100% wide, inter-lettering normal or zero, in upper and lower case, text aligned to the left, centered vertically between the heading and the panel, on black background with yellow letters.

PANEL:

Content

Neue Helvetica Bold 9 pt., with interline spacing of 11 pt; the first line in upper case and the following lines in upper and lower case, text aligned to the left, without word breaks, on black background with yellow letters.

Placement: to the left 2 mm from the panel; below 2 mm, measuring from the base line of the last indent; above 2 mm from the panel, measured from the top to the first indent.

Panel:

Rectangle 5.1 cm wide, of variable width and height (depending on paragraph indents) with a line of 1 pt. thickness. The panel is to be placed 6 mm above the line at the base of the recommendation and 2 mm from the left fold of the box.

HEALTH MESSAGE

SURFACE OF SIDE OF PACK

Neue Helvetica Bold 9.5 pt., in upper and lower case, at 100% (without condensing), text centered, with interline spacing of 12 pt.; the telephone help line in 10 pt., interlettering normal zero. Between the base line of the Help Line Number and the line of the fold of the lower edge of the pack there should be 4 mm of free space.

PANEL:

Content

Neue Helvetica Bold 9 pt., with interline spacing of 11 pt., 100% high and 100% wide, text aligned to the left, without word breaks.

Placement: to the left 2 mm from the panel; below 2 mm, measuring from the base line of the last indent; above 2 mm from the panel, measured from the top to the first indent.

Panel:

Rectangle of variable width and height depending on paragraph indents and size of the pack or box, so that the proportions of the panel for the health caption are to adapt to the characteristics in the prototype above with a line of 1 pt. thickness. The panel is to be placed 6 mm from the line at the base of the recommendation and 2 mm from the left fold of the box.

HEALTH MESSAGE AND HELP NUMBER

Neue Helvetica Bold 9.5 pt., in upper and lower case, at 100% (without condensing), text centered, with interline spacing of 12 pt.; with the phone help-line number in 10 pt., interlettering normal to zero. Between the base line of the help phone number and the line of the fold of the lower edge of the box there should be 4 mm of free space.

The caption: "For sale exclusively in Mexico" cannot be put in any of the spaces that, in accordance with Article 19 of the General Law for the Control of Tobacco, are supposed to be allocated for the accommodation of health messages.

Typeface permitted:

Neue Helvetica Bold (may be replaced with Helvetica Bold or Arial Bold).

In the event that the container or pack of tobacco products is different from what is stated in subparagraph A) of this Annex, the following formulae shall be taken as the basis for finding out which surface is the front and which is the back side.

B) MATHEMATICAL FORMULAE FOR DETERMINING THE AREA CORRESPONDING TO THE REAR SURFACE OF THE PACKAGES OF TOBACCO PRODUCTS

The principal surface for display should be stated in cm2, and is to be calculated as shown in the following sub-paragraphs."

B.1) For rectangular areas, height is to be multiplied by width.

[BRAND]

HEIGHT = Y

WIDTH = X

[<u>DIAGRAM]</u>

PRINCIPAL DISPLAY SURFACE = (X) (Y)

B.2) For triangular surfaces, multiply height by width and divide by two:

HEIGHT = Y [BRAND]

WIDTH = X

[<u>DIAGRAM]</u>

PRINCIPAL DISPLAY SURFACE = (X) (Y) /2

B.3) For surfaces of cylindrical packages, 40% of the result of multiplying the height of the package, excluding edges, necks and shoulders, by the perimeter of the greatest circumference is to be considered;

DIAMETER = X

HEIGHT = Y [BRAND]

[<u>DIAGRAM]</u>

PRINCIPAL DISPLAY SURFACE = (X) (Y) (3.1416)(40)/100

B.4) For circular surfaces, 3.1416 should be multiplied by the square root of the radius:

[BRAND]

[<u>DIAGRAM]</u>

PRINCIPAL DISPLAY SURFACE = (3.1416) (r2)

B.5) For polygonal surfaces, the calculation of the surface of the geometric figure is to be considered.

APOTHEM

[BRAND]

PERIMETER

[<u>DIAGRAM]</u>

PRINCIPAL DISPLAY SURFACE = (PERIMETER) (APOTHEM) / 2

B.6) For irregular surfaces, the calculation of the surface of the geometric figure that most closely corresponds to such surface is to be considered.

[BRAND]

[<u>DIAGRAM]</u>

PRINCIPAL DISPLAY SURFACE = (BASE) (HEIGHT) / 2

c) APPLICABLE CAPTIONS FOR TOBACCO PRODUCTS THAT DO NOT GENERATE SMOKE WHEN USED OR CONSUMED

C.1) "This product contains NICOTINE. Nicotine causes addiction that will cause you a number of illnesses, pain and death."

C.2) "This product contains NICOTINE. Nicotine is a highly psycho-addictive substance"

C.3) "This product contains AMMONIA. It is a toxic substance that facilitates the absorption of nicotine, maintaining the addiction."

C.4) "This product contains LEAD. It is a metal that is toxic to the brain."

The captions indicated above must be printed in Arial, in upper and lower cases, with a minimum height of 6 millimeters, in highlighted yellow set against a black background.