MINISTRY OF HEALTH No. 469-2011 NINSA

REPUBLIC OF PERU [Crest]

MINISTERIAL RESOLUTION

Lima, June 14, 2011

Whereas, Files No. 11-040490-001, No. 11-044554-001 and 11-047291-001, which contain Fact Sheet No. 089-2011-OCS-OGC/MINSA, and Memorandums No. 352-2011-OCS-OGC/MINSA and No. 367-2011-OCS-OGC/MINSA, from the General Communications Office, and Report No. 334-2011-OGAJ/MINSA, from the General Office of Legal Services;

WHEREAS;

Through Law No. 28705, the General Law for the Prevention and Control of Tobacco Use Risks was approved;

Through Supreme Decree No. 015-2008-SA the Regulation to Law No. 28705, the General Law for the Prevention and Control of Tobacco Use Risks was approved and subsequently amended through Supreme Decree No. 001-2010-SA;

With Ministerial Resolution No. 899-2008/MINSA dated December 31, 2008, the "Graphic Statute for the Use and Application of Health Warnings on Packages, Cigarette Advertising and Other Products Made with Tobacco" was approved;

Subsequently, through Law No. 29517 Law No. 28705, the General Law for the Prevention and Control of Tobacco Use Risks, was amended in order to be adapted to the World Health Organization's (WHO) Framework Convention on Tobacco Control, establishing in its Article 1 that its purpose is to protect [against] the exposure to tobacco smoke and to improve the warnings on the health damage caused by smoking, in compliance with the WHO Framework Convention on Tobacco Control;

Through Supreme Decree No. 001-2011-SA the Regulation to Law No. 28705, General Law for the Prevention and Control of Tobacco Use Risks, was amended and approved by Supreme Decree No. 015-2008-SA and amended by Supreme Decree No. 001-2010-SA;

Article 18 (18.3) of the aforementioned Regulation establishes that through Ministry of Health Ministerial Resolution the characteristics of the health warnings will be set forth;

Likewise, Article 32 of the above cited Regulation stipulates that for advertising purposes the health warnings on tobacco products, pursuant to the provisions of the Ministry of Health through a Ministerial Resolution, shall have an effective period of twelve (12) months and that these provisions shall be published in the Official Gazette "El Peruano" six (6) months in advance;

[4 round stamps along left margin with illegible initials: "MINISTRY OF HEALTH, Republic of Peru, VICE MINISTER, Z. Solis V. MINISTRY OF HEALTH, Republic of Peru, Secretary General, D. Leon Ch. MINISTRY OF HEALTH, Republic of Peru, General Office of Communications, J. Alania V. MINISTRY OF HEALTH, Republic of Peru, General Office of Legal Services, W. Olivera A."]

To that effect it becomes necessary to approve a new Graphic Statute that regulates the technical aspects linked to the use of health warnings and health messages on packaging as well as the advertising regarding tobacco product use, so that it will agree with the specifications included in the amendments to Law No. 28705, General Law for the Prevention and Control of Tobacco Use Risks and its Regulation;

Through this document the General Communications Office sends the "Graphic Statute for the Use and Application of Health Warnings on Packages, Cigarette Advertising and Other Products Made with Tobacco" for its approval;

With the certification of the Director General of the General Office of Communications, the Director General of the General Office of Legal Services, and the Vice Minister of Health;

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

IT IS HEREBY RESOLVED:

Article 1. – To approve the "Graphic Statute for the Use and Application of Health Warnings on Packages, Cigarette Advertising and Other Products Made with Tobacco", which forms a comprehensive part of this resolution.

Article 2. – To establish as initial health warnings the graphics from pages twenty-three (23) and twenty-four (24) of this Graphic Statute, which must appear on the packages of cigarettes and other tobacco products within a term of 6 (six) months, counted from the day following publication of this resolution in the Official Gazette "El Peruano".

Article 3. - To render Ministerial Resolution No. 899-2008/MINSA null and void.

Article 4. - To charge the General Office of Communications with responsibility for publication of this resolution at the email address http://www.minsa.gob.pe/transparencia/dge_normas.asp at the internet portal of the Ministry of Health.

Let it be recorded, made known and published.

[Illegible signature]
OSCAR RAÚL UGARTE UBILLUZ
MINISTER OF HEALTH

[Round stamp: "MINISTRY OF HEALTH Republic of Peru MINISTER" [Crest]]

[4 round stamps along left margin with illegible initials: "MINISTRY OF HEALTH, Republic of Peru, VICE MINISTER, Z. Solis V. MINISTRY OF HEALTH, Republic of Peru, Secretary General, D. Leon Ch. MINISTRY OF HEALTH, Republic of Peru, General Office of Communications, J. Alania V. MINISTRY OF HEALTH, Republic of Peru, General Office of Legal Services, W. Olivera A."]

GRAPHIC STATUTE

GRAPHIC REGULATION FOR THE USE AND APPLICATION OF HEALTH WARNINGS ON PACKAGES, CIGARETTE ADVERTISING AND OTHER PRODUCTS MADE WITH TOBACCO.

[Image:[Image:Woman withWoman withLittle girl withmissing left breast]hole in throat]respirator]

- LAW 28705, General Law for the Prevention and Control of Tobacco Use Risks
- DS 015-2008-SA, Regulation to Law 28705
- DS 001-2010-SA
- LAW 29517, Law that Amends Law 28705 for Adaptation to the World Health Organization's Framework Convention
- DS 001-2011-SA, Amendment to the Regulation to Law 28705

[crest] PERU Ministry of Health

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TYPOGRAI	PHY
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FONT FAMILIES

ALL LEGAL TEXTS ARE WRITTEN BASED ON THE SAME FONT FAMILY, WHICH IS ARIAL REGULAR AND ARIAL BOLD IN CAPITAL LETTERS.

ARIAL REGULAR

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

abcdefghijklmnñopqrstuvwxyz

1234567890

ARIAL BOLD

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

abcdefghijklmnñopqrstuvwxyz

1234567890

INFORMATION ON CARCINOGENIC COMPONENTS

TOBACCO SMOKE CONTAINS MORE THAN 4,000 TOXIC SUBSTANCES, 50 OF WHICH CAUSE CANCER.

AMONG THEM ARE ARSENIC, PHOSPHORUS,

CYANIDE AND AMMONIA.

Unofficial Translation

T \	P	O	G	RI	۱P	Н	V

INFORMATION ON PREVENTIVE PHRASES

NO SALES TO MINORS UNDER 18 YEARS OF AGE

INFORMATION ON HEALTH WARNINGS

Each text will be used with its respective photograph in the health warnings.

- A. SMOKING CAUSES GANGRENE
- **B. SMOKING CAUSES BREAST CANCER**
- C. SMOKING CAUSES SEXUAL IMPOTENCE
- D. SMOKING CAUSES ABORTION
- E. SMOKING CAUSES LUNG CANCER
- F. TOBACCO SMOKE CAUSES ASTHMA IN CHILDREN
- G. TOBACCO SMOKE HURTS YOUR BABY
- H. NICOTINE IS AS ADDICTIVE AS HEROINE
- I. SMOKING CAUSES HEART ATTACKS
- J. SMOKING CAUSES CANCER OF THE LARYNX
- **K. SMOKING CAUSES STROKES**
- L. SMOKING CAUSES BLINDNESS

TEXTS ON PACKS FORMATS 1:1

A. SMOKING CAUSES GANGRENE		
B. SMOKING CAUSES BREAST CANCER		
B. SMORING CAUSES BREAST CANCER		
C. SMOKING CAUSES SEXUAL	FONT TYPE	ARIAL BOLD
IMPOTENCE	SIZE	10.4 pt. Caps
D. SMOKING CAUSES ABORTION	LINE SPACING	13 pt.
	PITCH	0
E. SMOKING CAUSES LUNG CANCER	CONDENSED	100%
F. TOBACCO SMOKE CAUSES ASTHMA IN CHILDREN		
TOBACCO SMOKE CONTAINS MORE THAN 4,000 TOXIC SUBSTANCES, 50 OF WHICH CAUSE CANCER. AMONG THEM ARE ARSENIC, PHOSPHORUS, CYANIDE AND AMMONIA.	FONT TYPE SIZE LINE SPACING PITCH CONDENSED	ARIAL BOLD 4.35 pt. Caps 6 pt. 0 100%
NO SALES TO MINORS UNDER 18 YEARS OF AGE	FONT TYPE SIZE LINE SPACING PITCH CONDENSED	ARIAL BOLD 4.5 pt. Caps 0 pt. 0 100%

HEALTH WARNING TEXTS FOR PACK WRAPPERS OR PACKAGES FORMATS 1:1

- A. SMOKING CAUSES GANGRENE
- B. SMOKING CAUSES BREAST CANCER
- C. SMOKING CAUSES SEXUAL IMPOTENCE
- D. SMOKING CAUSES ABORTION
- E. SMOKING CAUSES LUNG CANCER
- F. TOBACCO SMOKE CAUSES ASTHMA IN CHILDREN
- G. TOBACCO SMOKE HURTS YOUR BABY
- H. NICOTINE IS AS ADDICTIVE AS HEROINE
- I. SMOKING CAUSES HEART ATTACKS
- J. SMOKING CAUSES CANCER OF THE LARYNX
- K. SMOKING CAUSES STROKES
- L. SMOKING CAUSES BLINDNESS

FONT TYPE	ARIAL BOLD
SIZE	14 pt. Capital Letters
LINE SPACING	14 pt.
PITCH	0
CONDENSED	100%

TEXTS FOR PACK WRAPPERS OR PACKAGES FORMATS 1:1

TOBACCO SMOKE CONTAINS MORE THAN 4,000 TOXIC SUBSTANCES, 50 OF WHICH CAUSE CANCER. AMONG THEM ARE ARSENIC, PHOSPHORUS, CYANIDE AND AMMONIA.	FONT TYPE SIZE LINE SPACING PITCH CONDENSED	ARIAL BOLD 8.8 pt. Capital Letters 12 pt. 0 100%
NO SALES TO MINORS UNDER 18 YEARS OF AGE	FONT TYPE SIZE LINE SPACING PITCH CONDENSED	ARIAL BOLD 8 pt. Capital Letters 0 pt. 0 100%

INFORMATION ON COLORS

COLOR GUIDE FOR THE PRINTING OF HEALTH WARNINGS ON PACKS, WRAPPERS AND GRAPHIC ADVERTISING MUST BE MADE WITH AN ISO COATED V2 COLOR PROOF.

[Blue color]	[Red color]	[Yellow color]	[Black color]	IMAGES WILL BE PRINTED IN FOUR COLORS USING THE COLORS CYAN, MAGENTA, YELLOW AND BLACK
CYAN	MAGENTA	YELLOW	BLACK	[Image of cigarettes clumped inside a chest X-ray with red arrow]
[Black color] BLACK				ALL TEXTS MEANT FOR THE HEALTH WARNING WILL BE PRINTED ON A WHITE BACKGROUND WITH 100% BLACK COLOR LETTERS. SMOKING CAUSES LUNG CANCER

PHOTOGRAPHS AND IMAGES

PHOTOGRAPH INFORMATION

	ONE OF THE HEALTH WARNINGS MUST FILL 50% OF THE FRONT PANEL OF THE PACK AND WRAPPER AND ANOTHER OF THE WARNINGS MUST FILL 50% OF THE REAR PANEL.		
[Image of cigarettes clumped inside a chest X-ray with red arrow]	THE IMAGES OR PHOTOGRAPHS MUST BE PRINTED IN HIGH RESOLUTION (300 DPI).		
arrowj	THE IMAGES OR PHOTOGRAPHS ARE AVAILABLE IN TIFF FORMAT.		
	THE COLOR PROFILE USED BY THE IMAGES OR PHOTOGRAPHS IS ISO COATED V2.		
	IMAGES OR PHOTOGRAPHS TO BE USED ARE THOSE SHOWN IN THIS GRAPHIC REGULATION.		
	STRICT RESPECT MUST BE GIVEN TO THE PRISMATICS (FRAMING) SHOWN IN THIS REGULATION FOR EACH CASE AND THE MAINTENANCE OF A 0.7 mm BLACK BORDER AS REINFORCEMENT TO ENSURE THE PRINT REGISTER.		

FORMATS

PACKS FORMATS 1:1

50% OF THE AREA ON THE BACK PANEL

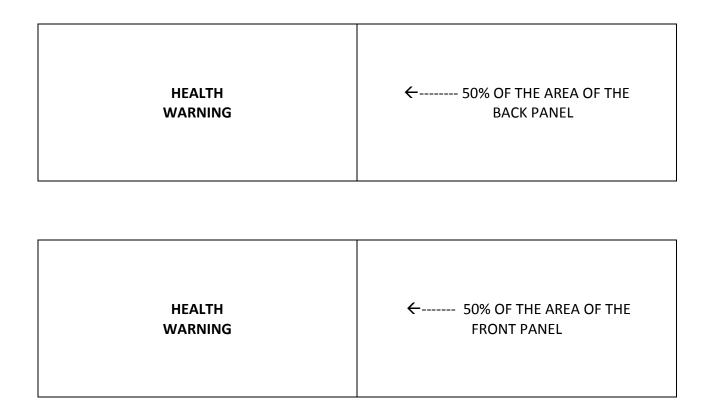
50% OF THE AREA ON THE FRONT PANEL

AREA FOR HEALTH WARNING	HEA	A FOR ALTH KNING	

The warning applies to all variety of pack sizes on the market. These must maintain the proportion (50%) on each of its panels or main surfaces that is shown in this Graphic Statute.

FORMATS

WRAPPERS OR PACKAGES IN GENERAL



The warning applies to the entire variety of wrappers or packaging of packs on the market. These must maintain the proportion (50%) on each of its panels or main surfaces that is shown in this Graphic Statute.

APPLICATION

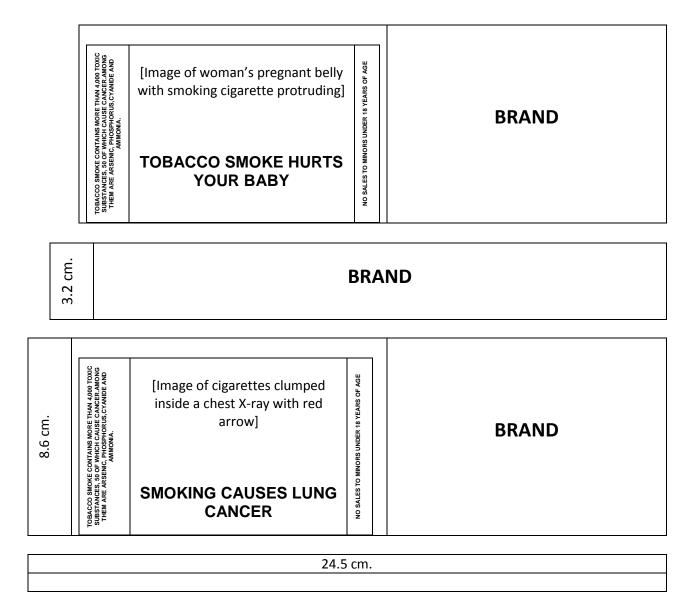
PACKS FORMATS 1:1

	BRAND				BRAND	
TOBACCO SMOKE CONTAINS MORE THAN 4,000 TOXIC SUBSTANCES, 50 OF WHICH CALISE CAN'OER, AMONO THEM ARE ARSENIC, PHOSPHORUS, CYANIDE AND AMMONIA.	[Image of woman's pregnant belly with smoking cigarette protruding] TOBACCO SMOKE	NO SALES TO MINORS UNDER 18 YEARS OF AGE	BRAND	TOBACCO SMOKE CONTAINS MORE THAN 4,000 TOXIC SUBSTANCES, 50 OF WHICH CAUSE CANCER AMONG THEM ARE ARSENIC, PHOSPHORUS, CYANIDE AND AMMONA.	[Image of cigarettes clumped inside a chest X-ray with red arrow]	NO SALES TO MINORS UNDER 18 YEARS OF AGE
TOBACCO SMOKE CONTA OF WHICH CAUSE PHOSPHK	HURTS YOUR BABY	NO SALES TO		TOBACCO SMOKE CONTAI OF WHICH CAUSE: PHOSPHO	SMOKING CAUSES LUNG CANCER	NO SALES TO

The warning applies to the entire variety of pack sizes on the market. These must maintain the proportion (50%) on each of its panels or main surfaces that is shown in this Graphic Statute.

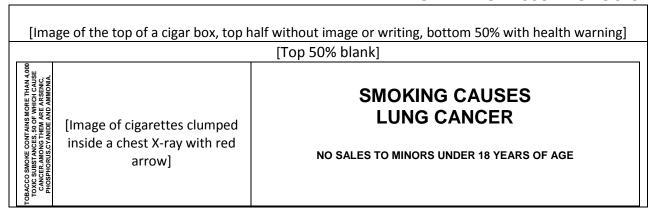
APPLICATION

PACK WRAPPERS OR PACKAGING FORMATS 1:2



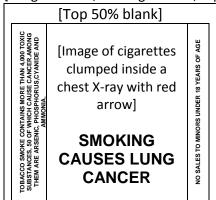
The warning applies to the entire variety of sizes of pack wrappers or packages on the market. These must maintain the proportion (50%) on each of its panels or main surfaces that is shown in this Graphic Statute.

OTHER TOBACCO PRODUCTS



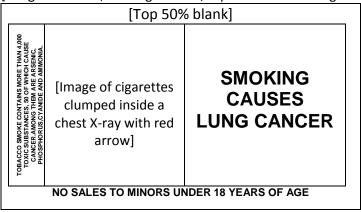
BOX OF CIGARS

[Image of a tall, rectangular box, top half without image or writing, bottom 50% with health warning]



PACKAGE OF LOOSE TOBACCO

[Image of a wide, rectangular box, top half without image or writing, bottom 50% with health warning]



BOX OF SMALL CIGARS

All packages, wrappers, packaging or any sort of tobacco product covering must have health warnings printed on 50% of the front panel and 50% of the back panel.

IDENTIFYING SIGNS

30 cm.

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NO SMOKING IN PUBLIC PLACES DUE TO ITS HEALTH DAMAGE

21 cm.

[international no smoking symbol]

100% TOBACCO SMOKE-FREE ENVIRONMENT

Design Characteristics:

Background : White color

Color : Letter color: black, Circle color: red

Font : Arial, size of lettering in proportion to model and in capital letters

Measurements quoted are the minimum suggested.

IDENTIFYING SIGNS

70 cm.

[crest] PERU Ministry of Health

TOBACCO CONSUMPTION DAMAGES HEALTH

[international no smoking symbol]

40 cm.

NO SALES TO MINORS UNDER 18 YEARS OF AGE

Design Characteristics:

Background : White color

Color : Letter color: black, Circle color: red

Font : Arial, size of lettering in proportion to model and in capital letters

Measurements quoted are the minimum suggested.

MORE THAN 4,000 TOXIC JSE CANCER.AMONG THEM CYANIDE AND AMMONIA.	[Image of a bloody foot with four missing toes]	R 18 YEARS OF AGE
TOBACCO SMOKE CONTAINS MORE THAN 4,000 TOXIC SUBSTANCES, 50 OF WHICH CAUSE CANCER.AMONG THEM ARE ARSENIC, PHOSPHORUS,CYANIDE AND AMMONIA.	SMOKING CAUSES GANGRENE	NO SALES TO MINORS UNDER

RE THAN 4,000 TOXIC CANCER.AMONG THEM NIDE AND AMMONIA.	[Image of a woman's chest with left breast missing]	18 YEARS OF AGE
TOBACCO SMOKE CONTAINS MORE THAN 4,000 TOXIC SUBSTANCES, 50 OF WHICH CAUSE CANCER.AMONG THEM ARE ARSENIC, PHOSPHORUS,CYANIDE AND AMMONIA.	SMOKING CAUSES BREAST CANCER	NO SALES TO MINORS UNDER

TOXIC 4G THEM MONIA.		ш
AND AMON	[Image of a man's hand holding suggestive drooping lit cigarette]	18 YEARS OF AGE
TOBACCO SMOKE CONTAINS MORE TH SUBSTANCES, 50 OF WHICH CAUSE CANG ARE ARSENIC, PHOSPHORUS,CYANIDE	SMOKING CAUSES SEXUAL IMPOTENCE	NO SALES TO MINORS UNDER 18 YE

TOBACCO SMOKE CONTAINS MORE THAN 4,000 TOXIC SUBSTANCES, 50 OF WHICH CAUSE CANCER.AMONG THEM ARE ARSENIC, PHOSPHORUS,CYANIDE AND AMMONIA.	[Image of a malformed, partially blackened dead human fetus] SMOKING CAUSES ABORTION	NO SALES TO MINORS UNDER 18 YEARS OF AGE
TOBACCO SMC SUBSTANCES, 50 ARE ARSENIC,		

,000 TOXIC ,MONG THEM AMMONIA.		AGE
RE THAN 4 CANCER.A	[Image of cigarettes clumped inside a chest X-ray with red arrow]	18 YEARS OF
TOBACCO SMOKE CONTAINS MORE TH SUBSTANCES, 50 OF WHICH CAUSE CANG ARE ARSENIC, PHOSPHORUS,CYANIDE	SMOKING CAUSES LUNG CANCER	NO SALES TO MINORS UNDER

RE THAN 4,000 TOXIC CANCER.AMONG THEM ANIDE AND AMMONIA.	[Image of a little girl holding a respirator]	18 YEARS OF AGE
TOBACCO SMOKE CONTAINS MORE THAN 4,000 TOXIC SUBSTANCES, 50 OF WHICH CAUSE CANCER.AMONG THEM ARE ARSENIC, PHOSPHORUS,CYANIDE AND AMMONIA.	SMOKING CAUSES ASTHMA IN CHILDREN	NO SALES TO MINORS UNDER

RE THAN 4,000 TOXIC CANCER.AMONG THEM INIDE AND AMMONIA.	[Image of woman's pregnant belly with smoking cigarette protruding]	18 YEARS OF AGE
TOBACCO SMOKE CONTAINS MORE TH SUBSTANCES, 50 OF WHICH CAUSE CANG ARE ARSENIC, PHOSPHORUS,CYANIDE	TOBACCO SMOKE HURTS YOUR BABY	NO SALES TO MINORS UNDER 18

RE THAN 4,000 TOXIC CANCER.AMONG THEM INIDE AND AMMONIA.	[Image of smoking man's sillouette behind prison bars made of cigarettes]	18 YEARS OF AGE
TOBACCO SMOKE CONTAINS MORE TH SUBSTANCES, 50 OF WHICH CAUSE CANG ARE ARSENIC, PHOSPHORUS,CYANIDE	NICOTINE IS AS ADDICTIVE AS HEROINE	NO SALES TO MINORS UNDER 18

DKE CONTAINS MORE THAN 4,000 TOXIC OF WHICH CAUSE CANCER.AMONG THEM PHOSPHORUS,CYANIDE AND AMMONIA.	[Image of man's hand holding a smoking cigarette above a cardiac readout created from cigarettes that goes flatline]	UNDER 18 YEARS OF AGE
TOBACCO SMOKE CONTAINS SUBSTANCES, 50 OF WHICH CA ARE ARSENIC, PHOSPHORUS	SMOKING CAUSES HEART ATTACKS	NO SALES TO MINORS U

RE THAN 4,000 TOXIC CANCER.AMONG THEM NIDE AND AMMONIA.	[Image of woman's lower face and neck with a hole in her throat]	8 YEARS OF AGE
TOBACCO SMOKE CONTAINS MORE TH SUBSTANCES, 50 OF WHICH CAUSE CANG ARE ARSENIC, PHOSPHORUS,CYANIDE	SMOKING CAUSES CANCER OF THE LARYNX	NO SALES TO MINORS UNDER 18

S MORE THAN 4,000 TOXIC AUSE CANCER.AMONG THEM S,CYANIDE AND AMMONIA.	[Image of blackened human brain in background with broken cigarettes in foreground ashtray]	UNDER 18 YEARS OF AGE
TOBACCO SMOKE CONTAINS MORE TH SUBSTANCES, 50 OF WHICH CAUSE CANG ARE ARSENIC, PHOSPHORUS,CYANIDE	SMOKING CAUSES STROKE	NO SALES TO MINORS UP

RE THAN 4,000 TOXIC CANCER.AMONG THEM ANIDE AND AMMONIA.	[Image of burning cigarette poking through the cornea of a red-rimmed human eye]	18 YEARS OF AGE
TOBACCO SMOKE CONTAINS MORE TH SUBSTANCES, 50 OF WHICH CAUSE CANC ARE ARSENIC, PHOSPHORUS,CYANIDE	SMOKING CAUSES BLINDNESS	NO SALES TO MINORS UNDER

PROVISION OF GRAPHIC MATERIAL

The Ministry of Health is putting the digital of the material presented in this Graphic Statute at the disposition of interested parties for its final application on the different packages. It may be downloaded from the MINSA website (www.minsa.gob.pe). The material appears in files from the programs Adobe InDesign CS3, Adobe Illustrator CS3 and images in TIFF format.