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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.

AS 2007 7111

¹ SR 817.06

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.

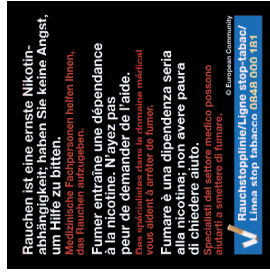
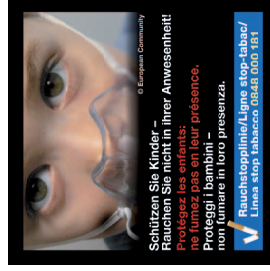
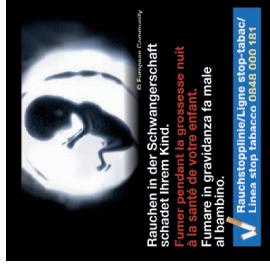
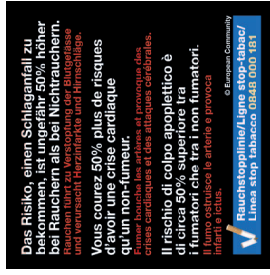
² The publication sequences start with the combined warnings of the first series on 1 January 2010 for all tobacco products.

Art. 8 Commencement

This Ordinance comes into force on 1 January 2008.

The 42 combined warnings and their allocation to 3 print series

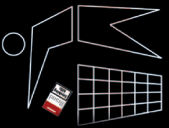
Series 1



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

Wer das Rauchen
nicht aufgibt, erhöht
das Risiko für
tödlicher Herz-
und Lungen-
erkrankungen.
**Arrêter de fumer
réduit les risques
de maladies
cardiovasculaires
et pulmonaires
mortelles.**
Smettere di
fumare riduce il
rischio di morte
cardiovascolare
e polmonare mortale.




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✓ Rauchtstoppline/Ligne stop-tabac/
Linea stop tabacco 0848 000 181




**Rauchen führt zu Krebs der
Mundhöhle.
Fumer provoque le cancer de la
cavité buccale.
Il fumo provoca il cancro della
cavità boccale.**

✓ Rauchtstoppline/Ligne stop-tabac/
Linea stop tabacco 0848 000 181

Hier finden Sie Hilfe, um das
Rauchen zu stoppen.
0848 000 181 / www.rauchenschadet.ch.
Faites-vous aider pour arrêter de fumer:
0848 000 181 / www.fumerestmal.ch.
Fatti aiutare a smettere di fumare:
0848 000 181 / www.fumaremale.ch.



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Linea stop tabacco 0848 000 181




**Rauchen kann zu Durchblutungsstörungen
führen und verursacht Impotenz.
Il fumo può causare disturbi di circolazione
e impotenza.**

✓ Rauchtstoppline/Ligne stop-tabac/
Linea stop tabacco 0848 000 181



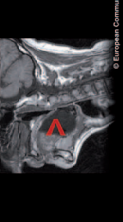
**Rauchen lässt Ihre Haut altern.
Fumer provoque un
vieillessement de la peau.
Il fumo invecchia la pelle.**

✓ Rauchtstoppline/Ligne stop-tabac/
Linea stop tabacco 0848 000 181



**Rauchen kann das Spermien schädigen
und schränkt die Fruchtbarkeit ein.
Fumer peut altérer le sperme et
réduit la fertilité.
Il fumo può danneggiare lo sperma
e diminuisce la fertilità.**

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Linea stop tabacco 0848 000 181



**Rauch enthält Benzol, Nitrosamine,
Formaldehyd und Blausäure.
La fumée contient du benzène,
des nitrosamines, du formaldéhyde et
de l'acide cyanhydrique.
Il fumo contiene benzene, nitrosamine,
formaldeide e acido cianidrico.**

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Linea stop tabacco 0848 000 181

Series 2

**Lebenslange Raucher
verlieren im Durchschnitt
14 Jahre ihres Lebens.**
**Wenn Sie rauchen, sterben Sie früher,
et vous risquez de perdre
14 années de vie.**
Fumer, c'est vivre moins longtemps.
**I fumatori cronici perdono una
media di 14 anni di vita.**
I fumatori muoiono prima.

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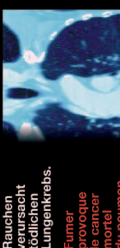
**✓ Rauchstopplinie/Ligne stop-tabac/
Linea stop tabacco 0848 000 181**



**Rauchen führt zu Verstopfung der Blutgefäße
und verursacht Herzinfarkte und Hirschlage.**
**Fumer bouche les artères et provoque des
crises cardiaques et des attaques cérébrales.**
**Rauchen verstopft die Arterien und provoziert
Herzinfarkte und Schlaganfälle.**

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Linea stop tabacco 0848 000 181**



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

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Linea stop tabacco 0848 000 181**



**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.**

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Linea stop tabacco 0848 000 181**



**Schützen Sie Kinder –
Rauchen Sie nicht in ihrer Anwesenheit!**
**Protégez les enfants:
ne fumez pas en leur présence.**
**Proteggere i bambini:
non fumare in loro presenza.**

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Linea stop tabacco 0848 000 181**



**Medizinische
Fachpersonen
stellen Ihnen,
auch wenn Sie
aufgeben,
Das geschilderte
in dem Bereich
medizinisch
auf.**

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Linea stop tabacco 0848 000 181**



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

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Linea stop tabacco 0848 000 181**

Series 2

**Das Risiko von Herzkranz-
Erkrankungen reduziert sich nach
jüngster Raucherstrenge um 36%.**
Vorherige Raucherstrenge erhöht das Risiko
tödlicher Herz- und Lungenerkrankungen.

**Réduisez les risques de maladies
cardiaques de 36%. Arrêtez de fumer
pendant 1 an.**

**Il rischio di malattie coronarie
si riduce del 36% dopo 1 anno
di astinenza dal fumo.**

**Smettere di fumare riduce il rischio di malattie
cardiovascolari e polmonari mortali.**

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Linea stop tabacco 0848 000 181**



**Rauchen führt zu Krebs der
Rundröhre.
Fumer provoque le cancer de la
cavité buccale.**

**Il fumo provoca il cancro della
cavità buccale.**

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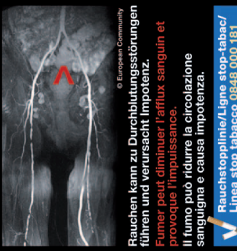
**✓ Rauchtstopplinie/Ligne stop-tabac/
Linea stop tabacco 0848 000 181**



**Hier finden Sie Hilfe, um das
Risiko zu senken.
Faites-vous aider pour arrêter de fumer;
0848 000 181 / www.raucherschadet.ch.
Fatti aiutare a smettere di fumare;
0848 000 181 / www.fumarefemale.ch.**

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Linea stop tabacco 0848 000 181**



**Rauchen kann zu Durchblutungsstörungen
führen und verursacht Impotenz.
Il fumo può ridurre la circolazione
sanguigna e causa impotenza.**

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Linea stop tabacco 0848 000 181**



**Rauchen lässt Ihre Haut altern.
Fumer provoque un
vieillessement de la peau.
Il fumo invecchia la pelle.**

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Linea stop tabacco 0848 000 181**



**Rauchen
kann das
Sperma
schädigen
und somit die
Fruchtbarkeit ein-
büßen.
Fumer peut
altérer le
spermatozoïde et
réduit
la fertilité.**

**Il fumo può
danneggiare lo
spermatozoo
e diminuisce la
fertilità.**

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Linea stop tabacco 0848 000 181**



**Rauch enthält Benzol, Nitrosamine,
Formaldehyd und Bleisäure.
La fumée contient du benzène,
des nitrosamines, du formaldéhyde et
de l'acide chlorhydrique.
Il fumo contiene benzene, nitrosamine,
formaldeide e acido cloridrico.**

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Linea stop tabacco 0848 000 181**

Series 3



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

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Linea stop tabacco 0848 000 181



**Rauchen führt zu Verstopfung der Blutgefäße
und verursacht Herzinfarkte und Hirnschläge.
Fumer bouche les artères et provoque des
crises cardiaques et des accidents cérébraux.
Il fumo provoca le arterie e provoca
infarti e ictus.**

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Linea stop tabacco 0848 000 181



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

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Linea stop tabacco 0848 000 181



**Rauchen in
der Schwang-
erschaft
schadet
Ihrem Kind.
Fumer
pendant la
grossesse
nuisit à la
santé de
votre enfant.
Fumare in
gravidanza
fa male
al bambino.**

✓ Rauchstopplinie/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.
Proteggli i
bambini –
non fumare in
loro presenza.**

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**Sie können es schaffen,
wir können helfen.
Mein Arzt kann Ihnen
das Rauchen aufzubeen.
Vous pouvez y arriver.
Nous vous aiderons.
Des spécialistes dans le domaine
médical vous aident à arrêter de fumer.
Tu puoi farcela,
noi possiamo aiutarti.
Specialisti del settore medico possono
aiutarti a smettere di fumare.**

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

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Series 3



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Wer das Rauchen aufgibt, verringert das Risiko, an Krebs zu erkranken.
Arrêter de fumer réduit les risques de maladies cardiaques et pulmonaires mortelles.
 Smettete di fumare riduce il rischio di malattie cardiovascolari e polmonari mortali.

✓ Rauchtstoplinie/Ligne stop-tabac/Linea stop tabacco 0848 000 181



Rauchen führt zu Krebs der Mundhöhle.
Fumer provoque le cancer de la cavité buccale.
 Il fumo provoca il cancro della cavità boccale.

✓ Rauchtstoplinie/Ligne stop-tabac/Linea stop tabacco 0848 000 181

Wählen Sie die Freiheit, wir helfen Ihnen.
 Hier finden Sie Hilfe:
 0848 000 181 / www.rauchtstopliedat.ch

Choisissez la liberté, nous vous aidons.
 Faites-vous aider pour arrêter de fumer:
 0848 000 181 / www.tuner.ca/aidumal.ch

Scegli la libertà, noi ti aiuteremo.
 Fatti aiutare a smettere di fumare:
 0848 000 181 / www.fumareferale.it

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Rauchen kann zu Durchblutungsstörungen führen und verursacht Impotenz.
Fumer peut provoquer des troubles sanguins et provoquer l'impuissance.
 Il fumo può ridurre la circolazione sanguigna e causare impotenza.

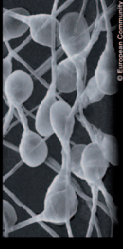
✓ Rauchtstoplinie/Ligne stop-tabac/Linea stop tabacco 0848 000 181



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Rauchen lässt Ihre Haut altern.
Fumer provoque un vieillissement de la peau.
 Il fumo invecchia la pelle.

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Rauchen kann das Spermia schädigen und schränkt die Fruchtbarkeit ein.
Fumer peut altérer le sperme et réduit la fertilité.
 Il fumo può danneggiare lo sperma e diminuisce la fertilità.

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Rauch enthält Benzol, Nitrosamine, Formaldehyd und Blausäure.
La fumée contient du benzène, des nitrosamines, du formaldéhyde et de l'acide cyanhydrique.
 Il fumo contiene benzene, nitrosamine, formaldeide e acido cianidrico.

✓ Rauchtstoplinie/Ligne stop-tabac/Linea stop tabacco 0848 000 181

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.