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ESTABLISHES HEALTH WARNING FOR PACKAGES OF TOBACCO PRODUCTS	
<p>Number. 44.- Santiago, July 15, 2013.- In light of: What is established in Law N° 19.419, as amended by Law 20.660; the international obligations assumed by the State of Chile by ratifying the Framework Convention for Tobacco Control of the World Health Organization; which is set forth in the Decree with the force of Law N° 1, of 2005, of this Ministry, which sets the revised, coordinated and systematized text of Decree Law N° 2.763, of 1979, and of Laws N° 18.933 and N° 18.469; and Article 32, paragraph 6 of the Political Constitution of the Republic; In Supreme Decree N° 49, of 2012, of the Ministry of Health, I hereby</p> <p style="text-align: center;">Decree:</p> <p>1.- All packages of tobacco products must include the appropriate health warnings in accordance with this Decree, and must adapt to the technical specifications that are provided in the attached annex, entitled "Graphic Rules for the use of the warnings on packages of tobacco products," which are understood to comprise an integral part of this Decree.</p> <p>2.- These graphic rules shall be in effect for 24 months starting with the entry into force of this Decree, and must be applied to all national and imported production of tobacco products intended both for distribution as well as commercialization within the national territory.</p> <p>3.- The respective warning must be printed on all appropriate packages of products, in any of their presentations, and may not under any circumstances be removable. In the case of imported products, they must be adhered to packages in such a way that they cannot be peeled off.</p> <p>4.- Under no circumstances may the warning be covered by drawings, colors or shaded areas printed on the paper or transparent plastic wrapping of packages, nor be adhered to or printed on this paper. Nor can it be covered by inserts or other kinds of items placed between said outer wrapping and the packages.</p> <p>5.- All packs of cigarettes of 20 and 10 units, and all packages of tobacco products whose geometric shape corresponds to a rectangular or cubic prism, must contain one of the warnings indicated below, in accordance with what is set forth in paragraph 7 of this Decree:</p> <p>WARNING 1 INGREDIENT A</p>	

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“THEY TOLD ME I HAVE LUNG CANCER”

[Graphic]

TOBACCO DESTROYS YOU UNTIL IT KILLS YOU

MINISTRY OF HEALTH – GOVERNMENT OF CHILE

COMPONENT B

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STEP 1 THE DIAGNOSIS

LUNG CANCER

[Graphic]

SURGERY THAT CUTS OPEN YOUR THORAX

SAVE YOURSELF OR DIE DON'T SMOKE

CHOOSE THE WAY YOUR STORY ENDS

WARNING 2
COMPONENT A

[PAGE 4]

“MY LUNG CANCER PROGRESSES”

[Graphic]

TOBACCO DESTROYS YOU UNTIL IT KILLS YOU

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STEP 2 THE OPERATION

LUNG CANCER

[Graphic]

CANCEROUS TUMOR OF THE LUNG EXTRACTED

SAVE YOURSELF OR DIE DON'T SMOKE

CHOOSE THE WAY YOUR STORY ENDS

WARNING 3
COMPONENT A

[PAGE 6]

“THE CHEMOTHERAPY ISN’T CURING ME”

[Graphic]

TOBACCO DESTROYS YOU UNTIL IT KILLS YOU

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STEP 3 CHEMOTHERAPY

LUNG CANCER

[Graphic]

INTRAVENOUS CATHETER FOR CHEMOTHERAPY

SAVE YOURSELF OR DIE DON'T SMOKE

CHOOSE THE WAY YOUR STORY ENDS

WARNING 4
COMPONENT A

[PAGE 8]

“THE CANCER IS SPREADING IN MY BODY”

[Graphic]

TOBACCO DESTROYS YOU UNTIL IT KILLS YOU

MINISTRY OF HEALTH – GOVERNMENT OF CHILE

COMPONENT B

[PAGE 9]

STEP 4 HOSPITALIZATION

LUNG CANCER

[Graphic]

TRANSVERSE SECTION OF CANCEROUS LUNG

SAVE YOURSELF OR DIE DON'T SMOKE

CHOOSE THE WAY YOUR STORY ENDS

WARNING 5
COMPONENT A

[PAGE 10]

“I COULDN’T WIN THE FIGHT AGAINST CANCER”

[Graphic]

TOBACCO DESTROYS YOU UNTIL IT KILLS YOU

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[COMPONENT B]

STEP 5

TERMINATION

[Graphic]

AUTOPSY OF CANCEROUS LUNG

SAVE YOURSELF OR DIE

DON’T SMOKE

CHOOSE THE WAY YOUR STORY ENDS

6.- The warning on each one of the packages referred to in the preceding

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article must appear on the two main or largest surfaces, and is to be placed on the lower part of each surface. In the case of soft or hard packs of cigarettes, and any other package whose shape corresponds to a rectangular or cubic prism, the component image must occupy 50% of the front or anterior surface of the package, and the component text must occupy 50% of the rear surface of the package.

If an insert is added inside packs, the warning must be on both sides and in the same proportion.

Cartons of cigarettes must include both components of the warning on 50% of each one of the main surfaces, unless the warning printed on the packages is visible because it is wrapped in transparent paper or plastic. In the latter case, packs must be arranged in such a way that both components of the warning are visible.

7.- The warnings referred to in this Decree must appear on all national and imported production intended for distribution within the national territory, simultaneously. Each one of the warnings referred to in paragraph 5 must be added to 20% of the total production of packages referred to in said Article. As a consequence, each case or lot of tobacco products intended for distribution at points of sale, shall include in equal proportions packages with the different warnings.

8.- The Ministry of Health shall make available to interested parties the respective technical specifications for each warning, both through digital files, as well as through the "Graphic Rules for the use of warnings on packages of tobacco products," which is understood to comprise an integral part of this Decree.

The size of the letter, the interline spacing, the type face, double width size of the character, contrast, colors and other characteristics of the image and the text, dimensions, ratios and technical specifications must be in accordance with the technical specifications indicated in the graphic rules attached to this Decree.

Producers or importers of tobacco products may apply to the Ministry of Health for approval of the original imprint for printing. For such purpose, the Ministry shall call upon its Department of Communications and Public Relations to provide notification regarding the sample submitted. With nothing more than a favorable report, it shall be understood that the Ministry of Health has no objections.

9.- If, when a new warning enters into force, the manufacturer or importer has leftovers of the earlier warning in storage, in order to distribute them, the latter must apply for authorization from the respective Regional Ministerial Bureau of Health for its main office. This exception can only cover up to an amount equivalent to the production distributed in the previous month. This application must be submitted no later than the 10th business day prior to the entry into force of this Decree, accompanied by documentation to substantiate the volume of such distribution. Production distributed during the previous month shall be understood to refer to the volume of production shipped from warehouses or factories to be sold.

10.- Advertising for tobacco and elements of brands related to said product is prohibited.

This prohibition extends in the same terms and with the same effects to indirect advertising achieved through placement, where the mass media show the consumption of products or brands of products made from tobacco.

By the same token, the appearance of people smoking or showing tobacco consumption in a favorable light on live programs broadcast on television or radio during hours scheduled for minors is prohibited.

Furthermore, advertising is prohibited on international channels broadcasted in Chile or Internet sites whose Internet domains have the ending ".cl".

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Tobacco companies must report annually to the Ministry of Health an itemized list of donations made, as well as expenses incurred as a result of agreements with public institutions, sports and community organizations, academic and cultural institutions, and non-governmental organizations.

11.- The health warnings included in this Decree must always be visible at all points of sale for tobacco products.

The Ministry of Health shall provide for interested parties digital files with the warnings considered in this Decree. To access them, the interested party should send a written request to the Ministry of Health, accompanied by the respective digital support for his electronic copy. These

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copies may not be adapted, altered or modified in any way that is at variance with the provisions of this Decree.

12.- It is prohibited to add to tobacco products any element designed to cover the warning.

13.- It is prohibited to include in the name or properties associated with a brand of cigars or cigarettes terms such as 'light,' 'smooth,' 'mild,' 'low in tar, nicotine, carbon monoxide,' or the like.

14.- On one of the lateral surfaces of packs of cigarettes, there must be a statement of the presence of the following substances and components, as follows:

WARNING ON INGREDIENTS

THE SMOKE OF EACH CIGARETTE YOU SMOKE CONTAINS, AMONG OTHER TOXIC PRODUCTS: TAR, A PRODUCT THAT CAUSES CANCER. NICOTINE, A PRODUCT THAT MAKES YOU AN ADDICT. CARBON MONOXIDE, A TOXIC GAS IDENTICAL TO WHAT COMES OUT OF CAR EXHAUST PIPES. ARSENIC, A CHEMICAL USED AS RAT POISON.

15.- Violations of this Decree are to be sanctioned in accordance with what is established in Articles 15, 16 and 17 of Law 19.419, and its enforcement shall be incumbent upon the Regional Ministerial Health Bureaus (SEREMI - *Secretarías Regionales Ministeriales de Salud*) and municipal inspectors, pursuant to what is established in Article 15 of the same legal text.

16.- This Decree shall enter into force three months after its publication, on which latter date it shall be understood that Supreme Decree N° 49, of 2012, of the Ministry of Health, has been rescinded.

Let this be noted, understood and published.- SEBASTIÁN PIÑERA ECHENIQUE, President of the Republic.- Jaime Mañalich Muxi, Minister of Health.- Félix de Vicente Mingo, Minister of Economy, Growth and Tourism.

I transcribe for your consideration the related Decree N° 44, of July 15, 2013.- With respectful greetings to you, Jorge Díaz Anaiz, Under Secretary of Public Health.

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GRAPHIC RULES FOR THE USE OF THE WARNINGS ON
PACKAGES OF CIGARETTES AND OTHER TOBACCO PRODUCTS .

[MINIATURE TEXT, DIAGRAMS & GRAPHICS]

Unofficial Translation

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