

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

Unofficial Translation

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.

Unofficial Translation

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.

Pictogram and health message 01

Mouth cancer				
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		MOUTH CANCER Smoking is the main cause of cancer of the mouth. It prevents you from eating and drinking, and an early death awaits you.		SMOKING CAUSES MOUTH CANCER
TEXT OF PICTOGRAM Neue Helvetica Bold 10 pt. condensed to 75% maximum 100% minimum.		Contains BENZOPYRENE A toxic byproduct that causes tumors		
		Dare to quit smoking. Call 01 800 966 3863		
HEALTH MESSAGE 100% of the back surface of the pack 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., 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 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. 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.		SIDE WARNING [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)]

Pictogram and health message 02

Heart attack				
<p>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</p>		<p>HEART ATTACK Smoking and breathing tobacco smoke blocks the arteries of the heart causing heart attacks and death.</p>		<p>IN MEXICO 1 OUT OF EVERY 2 HEART ATTACK VICTIMS USED TO SMOKE</p>
<p>TEXT OF PICTOGRAM Neue Helvetica Bold 10 pt. condensed to 75% maximum 100% minimum.</p>		<p>Contains chemicals that get into the bloodstream, forming clots that obstruct the arteries</p>		
		<p>Dare to quit smoking. Call 01 800 966 3863</p>		
<p>HEALTH MESSAGE 100% of the back surface of the pack or box</p>				
<p>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.</p> <p>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.</p>	<p>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.</p> <p>Panel: 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.</p> <p>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. 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.</p>	<p>SIDE WARNING Neue Helvetica Bold 11 pt., with interline spacing of 13 pt., 100% high and 100% wide, text centered.</p> <p>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.</p> <p>TYPEFACE PERMITTED Neue Helvetica Bold (may be replaced by Helvetica Bold or Arial Bold)</p>		

Pictogram and health message 03

Throat cancer				
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		THROAT CANCER Because of smoking, tumors form in the throat. Often the larynx has to be removed, which is essential to eating, drinking and talking... you cease to live a normal life		SMOKING CAUSES THROAT CANCER
	TEXT OF PICTOGRAM Neue Helvetica Bold 10 pt. condensed to 75% maximum 100% minimum.	Contains CADMIUM A toxic agent that accumulates in your system and causes cancer.		
		Dare to quit smoking. Call 01 800 966 3863		
HEALTH MESSAGE 100% of the back surface of the pack 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., 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 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. 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.	SIDE WARNING 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)	

Pictogram and health message 04

Asthma				
<p>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</p>		<p>RESPIRATORY DISEASES Breathing the toxic agents in tobacco smoke causes severe illnesses in children such as asthma, bronchitis, otitis and pneumonia</p>		INHALING TOBACCO SMOKE CAUSES ASTHMA
<p>TEXT OF PICTOGRAM Neue Helvetica Bold 10 pt. condensed to 75% maximum 100% minimum.</p>		<p>Contains BUTANE A poisonous gas that oxidizes the lungs</p>		
		<p>Dare to quit smoking. Call 01 800 966 3863</p>		
<p>HEALTH MESSAGE 100% of the back surface of the pack or box</p>				
<p>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.</p> <p>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</p>	<p>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.</p> <p>Panel: 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.</p> <p>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. 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.</p>	<p>SIDE WARNING Neue Helvetica Bold 11 pt., with interline spacing of 13 pt., 100% high and 100% wide, text centered.</p> <p>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.</p> <p>TYPEFACE PERMITTED Neue Helvetica Bold (may be replaced by Helvetica Bold or Arial Bold)</p>		

Pictogram and health message 05

<p>Emphysema</p> <p>LUNG WITH EMPHYSEMA</p> <p>HEALTHY LUNG</p>			
<p>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</p>	<p>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.</p>		<p>EACH CIGARETTE YOU SMOKE SERIOUSLY DAMAGES YOUR LUNGS</p>
<p>TEXT OF PICTOGRAM Neue Helvetica Bold 10 pt. condensed to 75% maximum 100% minimum.</p>	<p>Contains CYANIDE</p> <p>A poisonous gas that destroys the tissue of the lungs.</p>		
	<p>Dare to quit smoking. Call 01 800 966 3863</p>		
<p style="text-align: center;">HEALTH MESSAGE 100% of the back surface of the pack or box</p>			
<p>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.</p> <p>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</p>	<p>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.</p> <p>Panel: 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.</p> <p>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. 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.</p>	<p>SIDE WARNING Neue Helvetica Bold 11 pt., with interline spacing of 13 pt., 100% high and 100% wide, text centered.</p> <p>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.</p> <p>TYPEFACE PERMITTED Neue Helvetica Bold (may be replaced by Helvetica Bold or Arial Bold)</p>	

Pictogram and health message 06

Gangrene				
<p>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</p>		<p>GANGRENE Just like diabetes, smoking destroys your arteries, and causes you to have gangrene which leads to amputation</p>		<p>THIS PRODUCT CAUSES YOU TO HAVE GANGRENE</p>
<p>TEXT OF PICTOGRAM Neue Helvetica Bold 10 pt. condensed to 75% maximum 100% minimum.</p>		<p>Contains CHROME And other metals that damage the arteries</p>		
		<p>Dare to quit smoking. Call 01 800 966 3863</p>		
<p>HEALTH MESSAGE 100% of the back surface of the pack or box</p>				
<p>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.</p> <p>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</p>	<p>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.</p> <p>Panel: 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.</p> <p>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. 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.</p>	<p>SIDE WARNING Neue Helvetica Bold 11 pt., with interline spacing of 13 pt., 100% high and 100% wide, text centered.</p> <p>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.</p> <p>TYPEFACE PERMITTED Neue Helvetica Bold (may be replaced by Helvetica Bold or Arial Bold)</p>		

Pictogram and health message 07

Lung cancer				
<p>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</p>		<p>LUNG CANCER In Mexico, smoking is the cause of 9 out of 10 deaths from lung cancer.</p>		SMOKING CAUSES LUNG CANCER
<p>TEXT OF PICTOGRAM Neue Helvetica Bold 10 pt. condensed to 75% maximum 100% minimum.</p>		<p>Contains POLONIUM 210 A radioactive substance that is highly toxic.</p>		
		<p>Dare to quit smoking. Call 01 800 966 3863</p>		
<p>HEALTH MESSAGE 100% of the back surface of the pack or box</p>				
<p>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.</p> <p>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</p>	<p>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.</p> <p>Panel: 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.</p> <p>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. 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.</p>	<p>SIDE WARNING Neue Helvetica Bold 11 pt., with interline spacing of 13 pt., 100% high and 100% wide, text centered.</p> <p>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.</p> <p>TYPEFACE PERMITTED Neue Helvetica Bold (may be replaced by Helvetica Bold or Arial Bold)</p>		

Pictogram and health message 08

A victim of this product				
<p>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</p>	<p>PREMATURE BIRTH Inhaling tobacco smoke during pregnancy reduces the oxygen and nutrients that reach the fetus. Causes miscarriage, premature birth and physical and mental damage.</p>		<p>This product lowers oxygenation and causes fetal suffering</p>	
<p>TEXT OF PICTOGRAM Neue Helvetica Bold 10 pt. condensed to 75% maximum 100% minimum.</p>	<p>Contains FORMALDEHYDE A toxic agent that is used for embalming corpses</p>			
	<p>Dare to quit smoking. Call 01 800 966 3863</p>			
<p>HEALTH MESSAGE 100% of the back surface of the pack or box</p>				
<p>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.</p> <p>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</p>	<p>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.</p> <p>Panel: 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.</p> <p>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. 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.</p>		<p>SIDE WARNING Neue Helvetica Bold 11 pt., with interline spacing of 13 pt., 100% high and 100% wide, text centered.</p> <p>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.</p> <p>TYPEFACE PERMITTED Neue Helvetica Bold (may be replaced by Helvetica Bold or Arial Bold)</p>	

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

Unofficial Translation

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:

Unofficial Translation

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 sub-paragraph 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

[DIAGRAM]

PRINCIPAL DISPLAY SURFACE = (X) (Y)

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

HEIGHT = Y

[BRAND]

WIDTH = X

[DIAGRAM]

Unofficial Translation

$$\text{PRINCIPAL DISPLAY SURFACE} = (X) (Y) / 2$$

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;

$$\text{DIAMETER} = X$$

$$\text{HEIGHT} = Y \quad [\text{BRAND}]$$

[DIAGRAM]

$$\text{PRINCIPAL DISPLAY SURFACE} = (X) (Y) (3.1416)(40)/100$$

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

[BRAND]

[DIAGRAM]

$$\text{PRINCIPAL DISPLAY SURFACE} = (3.1416) (r^2)$$

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

APOTHEM

[BRAND]

PERIMETER

[DIAGRAM]

$$\text{PRINCIPAL DISPLAY SURFACE} = (\text{PERIMETER}) (\text{APOTHEM}) / 2$$

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]

[DIAGRAM]

$$\text{PRINCIPAL DISPLAY SURFACE} = (\text{BASE}) (\text{HEIGHT}) / 2$$

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.