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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.

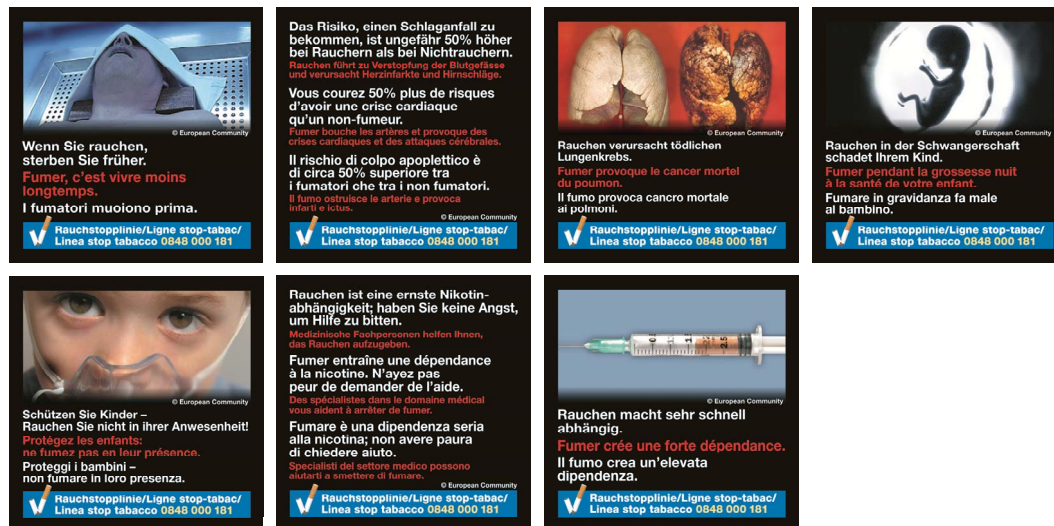
Art. 8 Commencement

This Ordinance comes into force on 1 January 2008.

Annex 1
(Art. 2 para. 2, 5 para. 1 and 6 para. 1)⁴

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 aufgibt, verringert das Risiko tödlicher Herz- und Lungenerkrankungen.
 Arrêter de fumer réduit les risques de maladies cardiaques et pulmonaires mortelles.
 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 Mundhöhle.
 Fumer provoque le cancer de la cavité buccale.
 Il fumo provoca il cancro della cavità boccale.

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

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Rauchen kann zu Durchblutungsstörungen führen und verursacht Impotenz.
 Fumer peut diminuer l'afflux sanguin et provoquer l'impuissance.
 Il fumo può ridurre la circolazione sanguigna e causa impotenza.

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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.
 Le fumeo contient du benzène, des nitrosamines, du formaldéhyde et du cyanure d'hydrogène.
 Il fumo contiene benzene, nitrosamine, formaldeide e acido cianidrico.

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Series 2