

THE SCHEDULE

Regulation 5(2)(d)

HEALTH WARNINGS AND HEALTH INFORMATION

1. An advertisement to which this Schedule applies shall include an area which is not less than 30% of the total surface area of the advertisement in which is displayed, in accordance with the requirements specified in paragraph 2, the health warning “Smoking kills” or the health warning “Smoking seriously harms you and others around you” and the following information—

“NHS Smoking Helpline 0800 169 0 169”.

2. The health warning and information which is required by paragraph 1 shall be—

- (a) indelible;
- (b) legible;
- (c) printed in black Helvetica bold type on a white background;
- (d) in a font size consistent throughout the text which ensures that the text occupies the greatest possible proportion of the area specified for the warning and information;
- (e) in upper case and lower case type as set out in paragraph 1;
- (f) centred in the area in which the text is required to be printed;
- (g) surrounded by a black border outside the area specified for the health warning and information, which shall be not less than 3 millimetres and not more than 4 millimetres in width, which does not interfere with the text of the warning or information; and
- (h) irremovably printed on the advertisement.