Notification of the Ministry of Public Health
(No. 12) B.E.2549 (A.D. 2006)
Re : Criteria, Procedures and Conditions for Displaying Words or Statements that May Cause Misunderstanding on Labels of Cigarettes, Cigars and Tobacco Issued under the Tobacco Products Control Act B.E. 2535

By virtue of Section 12 of the Tobacco Products Control Act B.E. 2535 (A.D. 1992) which is a law containing certain provisions in relation to the restriction of rights and liberties of persons, in respect of which Section 29 in conjunction with Section 50 of the Constitution of the Kingdom of Thailand so permitted by virtue of the provisions of law, the Minister of the Ministry of Public Health hereby issues a Notification as follows:

Article 1. For cigarettes, cigars or tobacco, manufactured or imported into the Kingdom of Thailand, labels printed on the packs or cartons of cigarettes, cigars or tobacco and on the cigarette/cigar/tobacco boxes or on the cigarette/cigar/tobacco pack or carton paperwraps shall not contain the words "Mild, Medium, Light, Ultra Low Tar or words, statements conveying similar meanings that may mislead consumers to perceive that they are safe or contain toxic substances in quantities lower than general cigarettes.

The word "statement" under paragraph one shall include an act that results in the presentation of letters, symbols or pictures that may cause the general public to perceive such meanings.

Article 2. Cigarettes, cigars or tobacco that have been manufactured or imported for distributed out of the Kingdom of Thailand, or manufactured or imported as sample for testing, analysis and research with particulars of manufacture or import being clearly stated for such purpose shall be exempt from complying with this Notification.

Article 3. Cigarettes, cigars or tobacco that have been manufactured or imported in the Kingdom of Thailand for distribution in the Kingdom prior to the effective date of this Notification shall be exempt from complying with this Notification, but this shall not exceed 180 days from the effective date of this Notification.

Article 4. This Notification shall become effective after the expiration of 180 days on the day following the date of its publication in the Government Gazette.

Notified on this 31st day of August, B.E. 2549 (A.D. 2006)

Pinit Jarusombat

(Mr.Pinit Jarusombat)

Minister of the Ministry of Public Health