Notification of the Ministry of Public Health
(No. 11) B.E.2549 (A.D. 2006)
Re : Criteria, Procedures and Conditions for Displaying

Pictures and Statements Relating to Warning on Harm; Date, Month and Year of Manufacture; Manufacturing Source and Sale Only in the Kingdom of Thailand on Labels of Cigarettes and Cigars 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 an act 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. The Notification of the Ministry of Public Health (No. 8) B.E.2547 (A.D. 2004) Re : Criteria, Procedures and Condition for Displaying Labels and Statements on Labels of Cigarettes under the Tobacco Products Control Act B.E. 2535 (A.D. 1992) shall be repealed.

Article 2. Cigarettes or cigars, manufactured in or imported in the Kingdom, shall be provided with labels printed with pictures and statements of warning on the harm of cigarettes wherein the picture shall be printed in 4 colors and display a statement of warning on the harm of cigarettes as specified. The picture and the statement of warning on the harm of cigarettes shall be placed at the top edge of the cigarette/cigar pack or carton and the cigarette/cigar box or the cigarette/cigar pack or carton paperwrap on both sides covering the maximum area that can be clearly seen.

The pictorial labels and the statements of warning on the harm of cigarettes as specified in paragraph one shall be any of the assortment of 9 types of pictorial labels and statements of warning on the harm of cigarettes printed with a ratio of 1 type to 5,000 cigarette/cigar packs or cigarette/cigar cartons and with a ratio of 1 type to 500 cigarette/cigar boxes or cigarette/cigar pack or carton paperwraps as the case may be.

All these 9 types of pictorial labels and statements of warning on the harm of cigarettes shall be of a size of 5.5 x 4.25 centimeters in accordance with the templates of pictorial labels

and statements of warning on the harm of cigarettes and printed in 4 colors pictures as attached hereto.

The 9 types of templates of pictures and warning statements are as follows:

Type 1. Picture with warning statement “Cigarette Smoke Harms People Nearby”

Type 2. Picture with warning statement “Smoking Causes Your Breath to Smell”

Type 3. Picture with warning statement “Smoking Causes Fatal Emphysema”

Type 4. Picture with warning statement “Smoking Causes Lung Cancer”

Type 5. Picture with warning statement “Cigarette Smoke Causes Fatal Heart Failure”

Type 6. Picture with warning statement “Cigarette Smoke Leads Your Life to Death”

Type 7. Picture with warning statement “Smoking Causes Oral Cancer”

Type 8. Picture with warning statement “Smoking Causes Laryngeal Cancer”

Type 9. Picture with warning statement “Cigarette Smoke Causes Hemorrhagic Stroke”

In carrying out the printing of pictorial labels and statements of warning on the harm of cigarettes, the manufacturer or importer of cigarettes or cigars shall print them from the template CD provided by the Department of Disease Control, Ministry of Public Health only. In this regard, the size and the position of the letters, the warning statement including the picture shall conform to those appear in the templates.

The provisions of paragraphs one, two and three shall not apply to colorless and transparent materials used to wrap cigarette/cigar packs and to the boxes or cigarette/cigar pack or carton paperwraps on which the pictorial labels and the statements of warning on the harm of cigarettes can be clearly seen.

Article 3. The printing of the pictorial label and statement of warning on the harm of cigarettes on cigarette/cigar pack or carton under Clause 2 shall be carried out as follows:

(1) An area size on both sides shall not be less than 50 percent of the side of the cigarette/cigar pack or carton having the maximum area.

(2) The size of the pictorial label and the statement of warning on the harm of cigarettes under paragraph three of Clause 2 shall apply to cigarette/cigar packs or cartons having areas on the front face or the back face of the cigarette/cigar pack or carton between 42-50 square centimeters.

(3) For cigarette/cigar packs or cartons that have areas smaller or larger than 42-50 square centimeters, the pictorial label and the statement of warning on the harm of cigarettes as specified in paragraph three of Clause 2 shall be reduced or enlarged in accordance with

the proportion of the width and length of the pictorial label and the statement of warning on the harm of cigarettes. In this regard, the area on both sides shall not be less than 50 percent of the side of the cigarette/cigar pack or carton having the maximum area. The pictorial label and the statement of warning on the harm of cigarettes shall be at the top edge, adjacent to the left side of the cigarette/cigar pack or carton

Article 4. In cases where the cigarette/cigar pack or carton is not of a rectangular shape, there shall be the printing of the pictorial label and the statement of warning on the harm of cigarettes. The pictorial label and the statement of warning on the harm of cigarettes shall be printed on the cigarette/cigar pack or carton in accordance with the templates specified in paragraph three of Clause 2. The pictorial labels and statements of warning on the harm of cigarettes shall be present not less than 2 pictures per one pack or carton of cigarettes or cigars covering an area not less than 50 percent of the area of the cigarette/cigar pack or carton of a non-rectangular shape at the position adjacent to the top edge.

Article 5. In respect of cigarette/cigar boxes or the cigarette/cigar pack or carton paperwraps with a size between 235 to 240 square centimeters, the pictorial label and the statement of warning on the harm of cigarettes shall be printed with a size equal to that printed on the cigarette/cigar pack or carton and are displayed on the cigarette/cigar box or the cigarette/cigar pack or carton paperwrap in a consecutive order from the top edge of the side with the maximum area on both sides, each side with 5 pictures.

For cigarette/cigar boxes or cigarette/cigar pack or carton paperwraps with areas greater or less than that stated in paragraph one, the pictorial label and the statement of warning on the harm of cigarettes shall be printed on both sides in number equal to the number of cigarette/cigar packs or cartons in the box or in the paperwrap by displaying them on the top left edge. In cases where the area on the top left edge is not sufficient for printing the pictorial label and the statement of warning on the harm of cigarettes as specified, the pictorial label shall be printed on the remaining area of the cigarette/cigar box or the paperwrap of cigarette/cigar packs or cartons correspondingly to the entire number of cigarette/cigar packs or cartons in the box or in the paper wrap.

Article 6. Cigarettes or cigars, manufactured or imported in the Kingdom, shall be dealt with as follows:

(1) Provision of statements showing the date, month and year of manufacture on either lateral region of the cigarette/cigar pack or carton other than the area specified for displaying the names of toxic or carcinogenic substances.

(2) Provision of statements showing the source of cigarettes or cigars in respect of whether they are manufactured domestically or in what country on the front area adjacent to the lower edge of the cigarette/cigar pack or carton and the cigarette/cigar box or the cigarette/cigar pack or carton paperwrap.

(3) Provision of a statement showing “For Sale in the Kingdom of Thailand” on the back face adjacent to the lower edge of the cigarette/cigar pack or carton and the cigarette/cigar box or the cigarette/cigar pack or carton paperwrap.

The statements under paragraph one shall be displayed in Thai using “Si Phraya” font or similar fonts of not less than 10 points for cigarette/cigar packs or cartons and not less than 30 points for cigarette/cigar boxes or cigarette/cigar pack or carton paperwraps. The letters shall be printed in black on a white background bordered by a black frame or if the label background is black, white letters shall be used without a bordered frame.

Article 7. Cigarettes or cigars manufactured for distribution out of the Kingdom or imported for distribution out of the Kingdom or imported as samples 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 8. Cigarettes or cigars that have been manufactured or imported in the Kingdom of Thailand prior to the effective date of this Notification shall be exempt from the display of labels under this Notification, but this shall not exceed 180 days from the effective date of this Notification.

Article 9. This Notification shall become effective in 180 days from the from the day following the date of its publication in the Government Gazette.

Notified on this 24th day of August, B.E. 2549 (A.D. 2006)

Pinit Jarusombat

(Mr.Pinit Jarusombat)

Minister of the Ministry of Public Health

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Templates of pictures and warning statements Attached to the Notification of the Ministry of Public Health No. 11 B.E. 2549 (A.D. 2006)