Notification of the Ministry of Public Health
(No. 14) B.E.2550 (A.D. 2007)
Re: Criteria, Procedures and Conditions for Displaying Pictorial labels and Statements of Warning on Harm of Tobacco Issued Under the Tobacco Products Control Act B.E.2535 (A.D. 1992)

Whereas it is appropriate to display pictorial labels and statements of warning on the harm of tobacco.

By virtue of Section 12 of the Tobacco Products Control Act B.E. 2535 (1992), the Minister of the Ministry of Public Health hereby issues a Notification as follows:

Article 1. Tobacco, manufactured in or imported into the Kingdom, shall be provided with the pictorial labels and the statements of warning on the harm of tobacco wherein the picture shall be printed in black-and-white color in accordance with the template as attached hereto and provided by the Department of Disease Control, Ministry of Public Health as follows.

Type 1. Picture with warning statement “Smoking Causes Laryngeal Cancer”

Type 2. Picture with warning statement “Cigarette Smoke Causes Lung Cancer”

The pictorial labels and the statements of warning on the harm of tobacco shall be printed with a ratio of 1 type to 500 tobacco cartons in assortment.

The provisions of paragraphs one and two shall not apply to colorless and transparent materials used to wrap tobacco cartons on which the pictorial labels and the statements of warning on the harm of tobacco can be clearly seen.

It is admissible to adjust the size of pictorial labels and the statements of warning on the harm of tobacco as appropriate without a change of the ratio of horizontal to vertical dimensions.

Article 2. The production of the pictorial label and statements of warning on the harm of tobacco on tobacco cartons under Clause 1 shall be carried out as follows.

(1) In a case where the tobacco carton is of a pack, packet, or other container configuration with rectangular shape and total area of all carton sides not exceeding 350 square centimeters, the pictorial labels and the statements of warning on the harm of tobacco shall be on both sides covering the area, on each side, no less than 50 percent of the combined area of both sides or of the side having the maximum area for the carton with more than two sides.

(2) In a case where the tobacco carton is of a pack, packet, or other container configuration with rectangular shape and total area of all carton sides not exceeding 350 square centimeters, the pictorial labels and the statements of warning on the harm of

tobacco shall be on both sides covering the area, on each side, no less than 50 percent of the combined area of both sides or of the side having the maximum area for the carton with more than two sides. In a case where the side of the maximum area is attributively of the lower part of the tobacco carton, it is admissible to display pictorial labels and the statements of warning on the harm of tobacco on the side of the second-largest area thereof. In a case where the said side of the second-largest area is attributively the front and the back sides, the pictorial labels and the statements of warning on the harm of tobacco shall be on the front side only.

(3) In a case where the tobacco carton is of the shape other than as specified in (1) and (2), the pictorial labels and the statements of warning on the harm of tobacco shall cover the area no less than 30 percent of the total area of the tobacco carton.

Regarding the displaying of the pictorial labels and the statements of warning on the harm of tobacco, only 1 pictorial label is required to be displayed on one side. If it is unattainable to adjust the displaying thereof without a change of the ratio of horizontal to vertical dimensions as specified in the paragraph four of Clause 1, 2 sets of pictorial label and the statement of warning on the harm of tobacco may be displayed on each side.

The pictorial labels and the statements of warning on the harm of tobacco, according to the paragraph one and two, shall be displayed in the same area, in the adjacency and continuity manners, and clearly seen without ambiguity meaning.

Article 3. The pictorial labels and the statements of warning on the harm of tobacco shall be printed permanently on the tobacco carton or on any materials wrapping the tobacco carton and not be easily peeled off or destroyed.

Article 4. Tobacco that have been manufactured in or imported into the Kingdom of Thailand prior to the effective date of this Notification shall be exempt from the display of pictorial labels and the statements of warning on the harm of tobacco under this Notification, but this shall not exceed 180 days from the effective date of this Notification.

Article 5. Cigars that have been manufactured in or imported into the Kingdom of Thailand for the purpose of selling outside the Kingdom of Thailand, or manufactured 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 6. In case of problems arising from the execution of this Notification, it shall be finally settled and decided by the Director-General of the Department of Disease Control.

Article 7. This Notification shall come into force after one hundred and eighty days following the date of its publication in the Government Gazette.

Notified on this May 30th of, B.E. 2550 (A.D. 2007)

Mongkol Na Songkla

(Mr. Mongkol Na Songkla)

Minister of the Ministry of Public Health

A template of pictorial label and statement of warning
on the harm of tobacco,
attached to the Notification of the Ministry of Public Health
B.E. 2550 (2007)