Lao People's Democratic Republic
Peace Independence Democracy Unity Prosperity

Ministry of Health

No. 1090/MOH
Vientiane Capital, 13 May 2024

Decision on Content, Packaging, Health Warmings and Labels of Tobacco Products

- Pursuant to the Law on Tobacco Control (amended version), No. 09/NA, dated 16 November 2021;
- Pursuant to the Decree on the Organization and Activities of the Ministry of Health, No. 570/PM, dated 16 September 2021;
- Pursuant to the Proposal of the Department of Hygiene and Health Promotion, No. 0835/DHHP, 26 April 2024.

The Minister agreed:

Part 1
General Provisions

Article 1 Objectives

This Decision determines the regulations regarding the management, monitoring and inspection of content, packaging, health warnings and labels on tobacco products in order to implement the Law on Tobacco Control, ensure the implementation of the Law to be convenient, uniform, efficient and effective.

Article 2 Interpretation of Terms

The terms applied in this Decision shall have the following meanings:

1. Pictorial health warning means the picture showing the detrimental effects or diseases caused by tobacco use, exposure to second-hand smoke and socio-economic and environmental impact;
2. Text health warning means the words that explain the meaning of each picture on the detrimental effects or diseases caused by getting second-hand smoke and socio-economic and environmental impact;
3. Label means the text on the outside of each pack and bottle to show the users of tobacco product to be aware of its harmful effects on health of users and those getting second-hand smoke caused by chemicals in tobacco smoke;
4. Tipping paper means white paper, cork or other similar colors used to pack cigarette butts with the size as determined by the Ministry of Health;
5. Tobacco rolling paper means white paper without any decoration, including the text, image, symbol, mark, trademark, pattern, engraving, design, label or other than what are defined in this Decision;
6. QR Code symbol means the electronic scanning system that leads to advertise, persuade and attract of using tobacco product.

Article 3 Scope of Application of the Decision

This Decision applies to tobacco products that manufactured domestically and imported from abroad, including in duty free shops.

This Decision does not apply to tobacco products in the following cases:

1. Tobacco products imported to be sent to a third country or imported as a sample for testing, analysis or research with clear evidence of production and importation;
2. Tobacco products brought to Lao PDR for personal use or smoking in the amount of ten packs or one carton per person in accordance with laws and regulations.

Part 2
Content and Packaging on Tobacco Products

Article 4 Content

Tobacco products that are manufactured and imported, brought, sold and distributed in Lao PDR must be contented in packets and cartons.

Content of tobacco products shall be contented with one packet, ten packets per carton and fifty cartons per case or box.

Article 5 Standards of packaging sticks on tobacco products

Cigarette stick is manufactured domestically and imported from abroad to be brought, sold and distributed in Lao PDR, including in duty free shops must be determined as follows:

1. Tobacco rolling paper must be made of white paper without any decoration, including text, image, symbol, mark, trademark, pattern, engraving, pattern, label or other thing, except as defined in this Decision;
2. Tipping paper must be made of white or cork colored paper or other similar colors;
3. It is allowed to print the brand name or variant name only in one place and it must be printed in Lao or English by using the normal Phetsarath OT font, which is not more than six points with light gray color with the color code of Pantone Cool Gray 2 C and not to be in the butt area.

Article 6 Standards of packaging packets and cartons on tobacco products

Packets and cartons of tobacco products are manufactured domestically and imported from abroad for purchase, sale and distribution in Lao PDR, including duty free shops must be determined as follows:

1. The size of the packets and cartons must be determined:
   - The front and back of the packet must be 5.5 – 5.8 cm wide and 8.5 – 8.8 cm long;
   - The sides of the packet must be 2.3 cm;
   - The front and back of the carton must be 27.5 – 29 cm wide and 8.5 - 8.8 cm long;
   - The sides of the carton must be 4.6 cm.
2. The outer surface of all packets and carton of tobacco products must be greenish-brow, which is a non-glossy color with the color code of Pantone Opaque Couche – Pantone 448 C without any decoration and without text, images, symbols, marks, trademarks, patterns, engraving, patterns, labels or other things, except only customs and VAT stamps;
3. The text of the brand name and variant name of tobacco products are manufactured domestically and imported from abroad must be in Lao or English by using the normal Phetsarath OT font, which the brand name must not be

exceed 20 points or the case where the variant name must be exceed 15 points. In the case of printing in English, only the first letter should be in capital letter in light gray with the color code of Pantone Cool Gray 2 C and should be on a greenish-brown background that is non-glossy with the code color of Pantone Opaque Couche – Pantone 448 C in the middle of the bottle of the pictorial warning, which is not the area that health warnings;

4. The name of the manufacturer or importer of tobacco products must be in Lao or English by using the normal Phetsarath OT font with a size not exceeding 10 points with the light gray color code of Pantone Cool Gray 2 C and must be on a greenish-brown background that is non-glossy with the code color of Pantone Opaque Couche-Pantone 448 C in the middle of the upper part, which is not the area that the health warning label;
5. The inside of the packet and carton of tobacco products must only be white;
6. In the case of packaging stick of cigarettes in packet or packaging packets together in the carton, the packaging must be paper or other material similar to paper in silver or white only without any decoration and without text, image, symbol, mark, trademark, pattern, engraving, pattern, label or other things;
7. In the case of packaging packet or packaging carton, such packaging materials must be no color material only so that the text, image and health warning label can be seen clearly.

Part 3
Health Warnings on Tobacco Products

Article 7 Health Warnings

Health warning of tobacco products include graphic health warnings and text health warnings.

The Department of Hygiene and Health Promotion, Ministry of Health is to consider, determine the form and contents of health warning in Lao and then provides them to manufacturers and importers of tobacco products so that the parts are published correctly according to the original design. There can be change the designs and contents of health warnings from each period according to the conditions and results of technical consideration in the country, regional and international.

Article 8 Designs of health pictorial and text warnings

Tobacco products are manufactured domestically or imported from abroad to be bought, sold and distributed in Lao PDR, including in duty free shops must text, health warnings to decide of ten designs in four colors as follows:

Design 1: Pictorial and text warning	Tobacco kills one in two people who do not quit smoking
Design 2: Pictorial and text warning	Smoking causes heart attack
Design 3: Pictorial and text warning	Pregnant mother smokes, the child is born with mouth ulcers
Design 4: Pictorial and text warning	Smoking causes eye irritation
Design 5: Pictorial and text warning	Smoking causes rotting feet
Design 6: Pictorial and text warning	Smoking causes tuberculosis
Design 7: Pictorial and text warning	Smoking causes lung cancer
Design 8: Pictorial and text warning	Smoking causes black teeth and foul mouth
Design 9: Pictorial and text warning	Smoking causes blood vessels to burst
Design 10: Pictorial and text warning	Smoking causes mouth cancer.

Printing of health warning design must be rotated by rotating the pictorial and text warnings in all ten designs by printing one design per five thousand packets or five hundred cartons according to the original in Appendix 1.

Article 9 Pictorial and text of health warnings

Pictorial and text of health warnings should be in the following designs:

1. Pictorial and text of health warnings on packets:
   1.1 The pictorial and text warnings must be 5.50 x 6.50 cm which covers at least 75% of each side by pictorial and text warnings on the outside of the top of the front and back of each package to be clearly visible;
   1.2 Pictorial health warnings, the manufacturers or importers of tobacco products must print according to the original approved by the Department of Hygiene and Health Promotion, Ministry of Health which the intensity, color, size and position of the letters, pictorial and text warnings, including the clarity of the images must be based on the original in Appendix 1;
   1.3 In the case of the front and back of the packet has an area of less than or more than 46 – 50 cm2, the pictorial and text warnings can be reduced or enlarged, but must maintain the proportion of width and height, including the clarity of the images, so that the text warning covers at least 75% of the area or expand so that the pictorial and text warnings do not cover 75% of the area on the front and back of the cigarette pack. Add a greenish-brown area that is non-glossy with the code color of Pantone Opaque Couche – Pantone 448 C on the rest of the top or two sides of the warnings so that pictorial and text warnings cover at least 75% of the front and back area of the packets;
2. Pictorial and text warnings on the cartons:
   2.1 Tobacco cartons with an area between 233-243 cm2 being the largest area, pictorial and text warnings of the same size as those on cigarette packets by aligning them to the top edge of the front of the tobacco cartons in five designs on each side and must be ten unique pictorial and text according to the original in Appendix 1;
   2.2 In the case that the front and back of the tobacco carton has an area of less than or more than 233-242 cm2 must be printed the pictorial and text warnings of the same size as those on the packet and have the same amount as the packet contented in the tobacco carton by aligning it next to the top edge and the left edge of the carton;
   2.3 In the case of reducing or enlarging the size of the pictorial and text warnings proportionally but do not cover 75% of the required area. Add a greenish-brown area with the code color of Pantone Opaque Couche – Pantone 448 C to the top or two sides of the warnings so that the pictorial and text warnings include a greenish-brown area that is not coated with the color code of Pantone Opaque Couche – Pantone 448 C of 75% each of the front and back of the carton;

Part 4
Labels on Tobacco Products

Article 10 Labels on Tobacco products

Labels on tobacco products are the text printings on the outside of each packet and carton to inform the users of tobacco products about the harmful effects of tobacco on health of users and those who exposure to second-hand smoke caused by chemicals in tobacco smoke.

The Department of Hygiene and Health Promotion, Ministry of Health is to consider, determine and the contents of the labels in Lao and provides it to the manufacturers and importers of tobacco products so that the parties are printed correctly, according to the original design by changing the designs and contents of the labels from each period according to the conditions and results of technical consideration in the country, regional and international.

Article 11 Label designs

Tobacco products are manufactured domestically and imported from abroad to be bought, sold and distributed in Lao PDR, including in duty free shops must have label text in Lao that shows the harmful effects of tobacco products on health, which must be in Lao by using the usual Phetsarath OT font, ten designs, each of which has two texts as follows:

Design 1: A. Selling cigarettes to children is harming children
B. Seven-tenths of children who are addicted to tobacco cannot stop smoking;

Design 2: A. Smoking causes blood clots
B. Smoking causes heart attack

Design 3: A. Smoking in a house puts the family at risk of disease
B. Smoking in the house puts children at risk of smoking

Design 4: A. Smoking causes cholesterol in blood vessels to increase
B. Smoking causes blood clots

Design 5: A. Having high blood pressure and smoking causes paralysis faster
B. Being diabetic and smoking lead to complications faster

Design 6: A. Smoking causes tuberculosis
B. Tuberculosis and smoking lead to death three times faster than usual

Design 7: A. Smoking causes chronic pneumonia
B. All smoking destroys the lungs

Design 8: A. Smoking causes liver cancer
B. Smoking causes colon cancer

Design 9: A. Nicotine is an addictive substance
B. Nicotine is to destroy a poison

Design 10: A. Smoking causes cancer and death
B. Smoking causes twenty designs of cancer

Health warning label must rotate all ten designs of labels (one design with two texts) by printing one design per five thousand packets or five hundred cartons according to the original in Appendix 2.

Article 12 Labels

Tobacco product labeling must be done as follows:

1. Tobacco products are manufactured, imported, bought, sold and distributed in Lao PDR, including in duty free shops must be printed labels in Lao according to the original approved by the Department of Hygiene and Health Promotion, Ministry of Health that dark, color, size and position of the texts on labels must be according to the original in Appendix 2;
2. Labels on harmful effects of smoking and exposure to second-hand smoke caused by chemicals in tobacco smoke as defined in Article 11 of this Decision, one design per packet or carton, each side of which must be a unique label;

3. In the case that the side of the packet has an area between 18-20 cm2, label on harmful effects of smoking and exposure to second-hand smoke must be the size of 13.5-15 cm2 which covers at least 75% of each side with labels on the bottom side of the packet so that it is clearly visible;
4. In case that the side of the carton has an area between 121.5 – 138.65 cm2, label on harmful effects of smoking and exposure to second-hand smoke must be the size of 91.13 – 104 cm2 which covers at least 75% of each side by label on the left side of the carton so that it is clear visible;
5. In the case that the side of the packet or carton has an area of contents smaller than or greater than that specified in Clause 3 or 4 above, label can be shortened or enlarged but must maintain the proportion of the width and height by covering at least 75% as mentioned area, but if it is shortened or enlarged according to the width and height of the label but still does not cover the area of 75% of the side of the packet or carton, the area must be increased dark greenish brown with the code color of Pantone Opaque Couche - Pantone 448 C on the remaining bottom or both sides of the labels so that the label covers at least 75% of the side area of the packet and carton.

Article 13 Determination of the area on the sides of the packets outside the area where the warning labels

Tobacco products are manufactured, imported, bought, sold and distributed in Lao PDR, including in duty free shops must be in Lao or English by using the normal Phetsarath OT font on the packet with the size of no more than six points and on the carton with the size of no more than 12 points with light gray color with the code color of Pantone Cool Gray 2 C and surface color uncoated with the code color of Pantone Opaque Couche – Pantone 448 C in the middle, the remaining 25% outside the designated area to the warning label, to be on the side on the upper side, on either side of the warning label of the packet and carton as follows:

1. Date, month, year of production (printing with international numbers);
2. Information about the country of origin and the company that manufactured tobacco products;
3. Determine the number of sticks per packet and the number of packets per carton (printing with international numbers).

In the case that a law of the country's manufacture of tobacco products requires of any texts, it can be done but not in conflict with the Law on Tobacco Control of the Lao PDR.

Article 14 Prohibitions on stick, packets and cartons

The sticks, packets and cartons must not have the following characteristics:

1. Cause or modify any smell, taste, light, color and sound;
2. Barcode symbols, QR code symbols, symbols or other codes, except in the case of barcodes used for buying and selling or information about the product list only;
3. Make the stick, packet, carton, image, font, text or color change when there is a change in the environment such as temperature, time and other similar changes.

Part 5
Monitoring and Inspection

Article 15 Organizations are responsible for monitoring and inspection

Organizations are responsible for monitoring and inspecting the content, packaging, health warnings and labels on tobacco products consist of:

1. Department of Hygiene and Health Promotion and local levels that under health sector;
2. Food and Drug Department is the Bureau of Food and Drug Inspection and local levels that under health sector;
3. The Economic Police Department and local levels that under the public security sector;
4. Tax Department and local levels that under the financial sector;
5. Department of Industry, Department of Business Competition and Trade Inspection and local levels that under the industry and commerce sector;
6. Sectors, local administration and other relevant parties.

Article 16 Rights and duties of the Department of Hygiene and Health Promotion and local levels that under health sector

The Department of Hygiene and Health Promotion and local levels under health sector have the following rights and duties:

1. Publicize and disseminate regulations on content, packaging, health warnings and labels on tobacco products so that the society is widely aware, especially the manufacturers on tobacco products;
2. Verify the authenticity of tobacco product manufacturers and importers regarding content, packaging, health warnings and labels of tobacco products;
3. Coordinate with related parties to monitor production, import, purchase, sale and distribution of tobacco products in Lao PDR;
4. Notify the operators to improve the content, packaging, health warnings and labels on tobacco products correctly as stipulated in this Decision. In case an operator does not improve according to the notification, it proposes to the industry and commerce sector to consider suspending or revoking the business license or enterprise registration;
5. Summarize and report on the monitoring of content, packaging, health warnings and labels on tobacco product to the National Committee for Tobacco Control and higher level regularly;
6. Use the rights and perform other duties as defined in laws and regulations.

Article 17 Rights and duties of the Food and Drug Department is the Bureau of Food and Drug Inspection and local levels that under health sector

The Food and Drug Department is the Bureau of Food and Drug Inspection and local levels of the health sector have the following rights and duties:

1. Disseminate regulations on content, packaging, health warnings and labels on tobacco product to the operators;
2. Monitor and inspect the content, packaging, health warnings and labels on tobacco products regularly;
3. Coordinate with relevant parties to monitor production, import, sale and distribution of tobacco products in Lao PDR;
4. Take measures in accordance with the laws and regulations in case of violations of them regarding content, packaging, health warnings and labels on manufacturers, importers, sales and distributors of tobacco products;
5. Summarize and report monitoring of content, packaging, health warnings and labels on tobacco products to the Secretariat of the National Committee for Tobacco Control and higher level regularly;
6. Use the rights and perform other duties as defined in laws and regulations.

Article 18 Rights and Duties of the Economic Police Department and local levels that under the public security sector

The Economic Police Department and local levels that under the public security sector have the following rights and duties:

1. Disseminate regulations on content, packaging, health warnings and labels on tobacco products for the society to be aware of;
2. Monitor and inspect the content, packaging, health warnings and labels of tobacco products on packets and cartons;
3. Coordinate with relevant parties to monitor production, import, purchase, sale and distribution of tobacco products in Lao PDR;
4. Receive and consider the proposals from relevant parties regarding violations of the content, packaging, health warnings and labels of manufacturers, importing, buying, selling and distributing of tobacco products as well as taking measures in accordance with the relevant laws and regulations as a minor or serious case;
5. Summarize and report monitoring of content, packing, health warnings and labels on tobacco products to the National Committee for Tobacco Control and higher level regularly;
6. Use the rights and perform other duties as defined in laws and regulations.

Article 19 Rights and duties of the Tax Department and local levels that under the financial sector

The Tax Department and local levels that under the financial sector have the following rights and duties:

1. Disseminate regulations on content, packaging, health warnings and labels on tobacco products to the importers;
2. Monitor and inspect the content, packaging, health warnings and labels of imported tobacco products;
3. Coordinate with relevant parties in monitoring and inspecting the import of tobacco products in Lao PDR;
4. Take measures in accordance with the laws and regulations in case of violations of them regarding content, packaging, health warnings and labels on tobacco products by importers;
5. Summarize and report monitoring and inspecting the content, packaging, health warnings and labels on tobacco products to the National Committee for Tobacco Control and higher level regularly;
6. Use the rights and perform other duties as defined in laws and regulations.

Article 20 Rights and duties of the Department of Industry, Department of Business Competition and Trade Inspection and local levels that under to the industry and commerce sector

A. The Department of Industry and local levels that under the industry and commerce sector have the following rights and duties:

1. Disseminate regulations on content, packaging, health warnings and labels on tobacco products to the manufacturers in Lao PDR;
2. Monitor and inspect the content, packaging, health warnings and labels on tobacco products manufactured in the country regularly;
3. Coordinate with relevant parties in monitoring and inspecting content, packaging, health warnings and labels on tobacco products on packets and cartons to the manufacturers regularly, including notification to tobacco product manufacturers for violations of the laws and regulations of them;
4. Take measures against the violation of laws and regulations regarding content, packaging, health warnings and labels on tobacco product by manufacturers;

5. Summarize and report monitoring and inspecting of content, packaging, health warnings and labels on tobacco products to the National Committee for Tobacco Control and higher level regularly;
6. Use the rights and perform other duties as defined in laws and regulations.

B. Department of Business Competition and Trade Inspection and local levels that under to the industry and commerce sector

1. Disseminate regulations on content, packaging, health warnings and labels on tobacco products to the manufacturers in Lao PDR;
2. Monitor and inspect the content, packaging, health warnings and labels on tobacco products manufactured in the country regularly;
3. Coordinate with relevant parties in monitoring and inspecting content, packaging, health warnings and labels on tobacco products on packets and cartons to the manufacturers regularly, including notification to tobacco product manufacturers for violations of the laws and regulations of them;
4. Take measures against the violation of laws and regulations regarding content, packaging, health warnings and labels on tobacco product by manufacturers;
5. Summarize and report monitoring and inspecting of content, packaging, health warnings and labels on tobacco products to the National Committee for Tobacco Control and higher level regularly;
6. Use the rights and perform other duties as defined in laws and regulations.

Article 21 Rights and duties of sectors, local administration and other relevant parties

Sectors, local administration and other relevant parties have the rights and duties to assist the monitoring and inspecting the content, packaging, health warnings and labels on tobacco products of packets and cartons that are brought, sold and distributed in the society. In case of violation of laws and regulations regarding content, packaging, health warnings and labels on tobacco products, they must be informed the relevant authorities and organizations to take legal and regulatory measures against such violations.

Part 6
Final Provisions

Article 22 Implementation

Authorizing the Department of Hygiene and Health Promotion to cooperate with the Food and Drug Department of the Ministry of Health, the Economic Police Department of the Ministry of Public Security, Tax Department of the Ministry of Finance and Department of Industry, Department of Business Competition and Trade Inspection of the Ministry of Industry and Commerce to implement of this Decision efficiently and effectively.

Ministerial offices, departments, equivalent departments, institutions, centers, bureau and local levels that under health sector and other relevant sectors must strictly implement this Decree.

Article 23 Effectiveness

This Decision shall enter into force from the dated 20 May 2024 and after publishing in an official Gazette. This Decision replaces Part 3 on health warnings and labels on tobacco products of the Decision on Implementation of the Law on Tobacco Control, No. 1067/MOH, dated 23 May 2016.

This Decision shall enter into force for the operators after one hundred and eighty days from the effective date of this Decision.

Minister of Health
[Seal and Signature]

Dr. Bounfeng Phoummalaysith