

THE GOVERNMENT OF THE REPUBLIC OF THE UNION OF MYANMAR

[Emblem of the Union] The Ministry of Health

Notification No. 435 / 2021

The 7th Waxing Day of *Thadinkyut*, 1383, M.E.,

(12th Day of October, 2021)

In exercising the power conferred under sub-section (e) and (h) of section 8, and sub-section (b) of section 19 of the Control of Smoking and Consumption of Tobacco Products Law, the Ministry of Health hereby issues this Order.

Chapter I

Title, Effective Date and Definition

1. (a) This Order shall be called the “**Order relating to Standardized Packaging of, and Printing Graphic for Health Warning Images and Texts on Cigar and Tobacco Products.**”
- (b) This Order shall come into force on the date of completion of 180 days from its issuance.
2. The expressions contained in this Order shall have the same meanings as are assigned to them in the Control of Smoking and Consumption of Tobacco Product Law, and in addition, the following expressions shall have the meanings given hereunder:
 - (a) **Small cigar package** means the cigar package as a first stage putting and packaging of cigar and tobacco products according to their quantity, weight, and volume or size measurement.
 - (b) **Large cigar package** means a cartoon, box, bundle, pack, bucket or unit of small cigar packages, etc. comprised, put and repacked of small cigar packages.
 - (c) **Cigarette packet** means a small cigar package comprised, put and packed of 20 cigarette sticks.
 - (d) **Cigarette cartoon** means a large cigar package comprised, put and packed of 10 cigarette packets.
 - (e) **Cigar rolling material** means **a small paper rolling material or any kind**

of similar rolling materials made with *thanaphet* leaves, corn leaves, sugar cane leaves and a piece of daily newspaper or similar materials, rolled at the side of root or filter-tip of the cheroot, cigar (*Say Pyinlate*) and any other tobacco products.

- (f) **Inner collar of cigarette packet** means the part which is the component of outer surface of packed cigarette, and it can't be seen when it is unopened.
- (g) **Cigar package of retail sale** means small cigar package or large cigar package which is packaged for the purpose of selling directly to the consumer.
- (h) **Depiction of trademark** means any description or depiction by attaching and hanging, or putting and adding with other materials of trademark, prescribed health warning texts and advertisement of products message on cigar and tobacco products, or on cigar package for retail sale in order to recognize different kinds of brands of cigar and tobacco products. In this expression, putting and adding the other products in order to advertise and promote the sale are also covered.
- (i) **Packaging material** means any material which is comprised and packed, or covered, or wrapped, or any other material used; or a container, package, small pouch, or box made up of tin, or any other kind of material; and any material which may be made on or inside it the depiction of trademark including the health warning texts and images for retail sale.

Chapter II

Application

3. This Order shall apply to importation, domestically manufacturing and processing, transportation and selling the tobacco products including cigarette, cheroot and cigar (*Say Pyinlate*) and various kind of cigar such as compounded tobacco (*Say Paung*), **steamed tobacco (*Hnut Say*)**, chewing tobacco (*Kwan Sarsay*), etc. Provided that, this Order shall not apply to the cigar and tobacco products manufactured for export, and to the cigar and tobacco products which are not more than the limited quantity and amount, and are exempted the customs duty, and allowed to bring inside the country together with visitor.

Chapter III

Standardized Packaging of Cigar and Tobacco Products, and Health Graphic Warning Images and Texts to be depicted on Packaging Materials

4. Cigar packages for retail sale within the Union shall be packaged in accordance with the following standardized criteria:

- (a) The colour of outer surface of the cigar package shall be **light brown (matt-Pantone 448 C)**.
- (b) Surface shall not be molded, embroidered, designed, or permeable matt designed, and it shall be normal surface without any make up.
- (c) If it is desired to repackage the cigar package with another layer, such material shall be covered with transparent plastic or no colour only. No material shall be printed and depicted on such covered material.
- (d) Every inner surface of any packaging material shall be white.
- (e) Any artificial scent or fragrance shall not be added other than the natural scent of tobacco products, or not be packed by created sound in tobacco products.
- (f) Front and back surfaces, top and bottom surfaces, and surfaces of lateral sides of cigar packages shall be packed as prescribed by the Department of Public Health.

5. If cigar packages for retail sale within the Union are rectangular in shape, it shall be obtained the approval from the Department of Public Health, and the health warning images and texts contained in the Annex of this Order shall be simply printed and depicted in accordance with the following standardization:

- (a) It shall be depicted in Myanmar word, *Pyidaungsu* font.
- (b) Upper part of front and back surfaces of the cigar package shall not be less than 75%, and 50% for health warning images and 25% for warning texts shall be printed and depicted.
- (c) Colour of the health warning text to be depicted together with the health warning images shall be white (blue (C) = 0%, red (M) = 0%, yellow (Y) = 0%, and black (K) = 0%), and the background Colour of the text and images shall be black (blue (C) = 50%, red (M) = 50%, yellow (Y) = 50%, and black (K) = 100%), and the size of warning texts shall be printed and depicted as prescribed by the Department of Public Health.
- (d) Warning texts of **“Smoking causes serious harm to your health”** and **“Quit Smoking”** shall be printed on the top surface of the Cigar package; **“Nicotine, Tar and Carbon Monoxide contained in Cigars can cause heart and lungs diseases”** and **“Quit Smoking”** on the right lateral side; **“Cigar contains cancer causing compounds like Nitrosamine, Benzopyrene and others”** and **“Quit Smoking”** shall be printed on the left side of the surface

of the Cigar package; the background shall be yellow Colour (blue (C) = 0%, red (M) = 0%, yellow (Y) = 100%, and Black (K) = 0%), and the health warning text shall be printed in black Colour (blue (C) = 50%, Red (M) = 50%, Yellow (Y) = 50% and Black (K) = 100%), with the font size of warning texts at least 4 mm height (*Pyidaungsu* font size 9.5) for the small cigar package, and at least 6 mm height (*Pyidaungsu* font size 13) for the large cigar package.

- (e) The text of “**Not for sale for those under 18 years old**” shall be printed in white (blue (C) = 0%, red (M) = 0%, yellow (Y) = 0%, and Black (K) = 0%), on the uppermost of the left lateral side; with the black ground Colour (blue (C) = 50%, red (M) = 50%, yellow (Y) = 50%, and black (K) = 100%). Printing shall be on the diagonal side of cigar package, and texts shall be described at least 3 mm height (*Pyidaungsu* font size 7) for the small cigar package, and at least 6 mm height (*Pyidaungsu* font size 13) for the large cigar package.
- (f) Trademark name, brand and variant names of cigar and tobacco products shall be printed and depicted either in Myanmar or English languages, on the space of front and remaining space of lower part of back surfaces of the cigar packages as per following:
 - (1) It shall be printed in Pale Grey (Pantone Cool Grey 2C) on the background of light brown (Pantone 448 C)
 - (2) Font type shall be *Pyidaungsu* font and font sizes shall be identical, and shall not be more than 4 mm in height (*Pyidaungsu* font size 9.5) for the small cigar package, and shall not be more than 8 mm in height (*Pyidaungsu* font size 17.5) for the large cigar package. Thickness of letter shall be normal.
- (g) If the name of manufacturer, country of origin and manufacture date are to be depicted on the bottom 25% of the left lateral surface of the cigar package, texts shall be printed as per followings:
 - (1) In pale grey (Pantone Cool Grey 2C) on the background of light brown (Pantone 448 C)
 - (2) Font type in *Pyidaungsu* font and font sizes shall be identical, and shall not be more than 2 mm in height (*Pyidaungsu* font size 5) for the small cigar package, and shall not be more than 4 mm in height (*Pyidaungsu* font size 9.5) for the large cigar package. Thickness of letter shall be normal.
- (h) If bar code to be printed, it shall be printed only on the bottom surface of the cigar package, and colour shall be black and white, and size shall be in rectangular. Any other variant in shape and dimension is prohibited.
- (i) When the facts related to quantity and weight are to be printed, it shall be

depicted at the bottom Grey 2 C surface only, and printed as follow:

- (1) in pale grey (Pantone Cool) on the background of light brown (Pantone 448C).
 - (2) Font type shall be *Pyidaungsu* font, and font sizes shall be identical and normal, and shall not be more than 2 mm in height (*Pyidaungsu* font size 5). Thickness of letter shall be normal.
 - (3) Quantity and weight shall be depicted in numeric only.
- (j) When the health warning image and text are printed for the large cigar package, various templates of health warning images and texts attached in Annex shall be completely depicted based on the size of the large cigar package accordingly.
 - (k) Depiction of any text, design, image, colour, logo, trademark, symbol; or creating the additional sound feature, and any similar acts for the purpose of advertisement and sale promotion shall not be directly or in-directly made on the cigar package.
 - (l) Any extra page, card or any other kind of similar material depicted trademark, logo, graphic design, symbol and texts shall not be included or put inside of the cigar package, or not be attached on the outer surface of the cigar package.
 - (m) Other than the description of price and product information, any other electronic symbols including QR code shall not be depicted.

6. If the cigar packages for retail sale within the Union are not rectangular in shape, health warning image and text on the cigar package shall be printed and depicted in accordance with the following standardized packaging criteria set out in the Annex of this Order, and shall be obtained the approval from the Department of Public Health:

- (a) If the shape of cigar package is cylinder (circular pack, bottle, bundle, etc.), all necessary facts to be printed and depicted on the front and back surfaces and two lateral surfaces of those cigar packages in accordance with the provisions contained in sub-paragraphs (a), (b), (c), (d), (e), (f) and (g) of paragraphs 5, shall be depicted on the whole outer surface of the cylinder-shaped cigar package. Stipulation to be depicted on the top surface contained in sub-paragraph (d) of paragraph 5 shall be printed and depicted on the top surface of the cylinder-shaped cigar package, and if the barcode, quantity and weight are depicted on the bottom surface, it shall be depicted as provisions contained in sub-paragraphs (h) and (i) of paragraph 5.
- (b) If the cigar package has two surfaces, all facts to be depicted at the top surface, front surface and right lateral surfaces of those cigar packages in accordance with the provisions contained in sub-paragraphs (a), (b), (c), (d), (e) and (f)

of paragraph 5, shall be depicted on the front surface; and all facts to be depicted on the back surface, at the bottom and left lateral surfaces of those cigar packages in accordance with the provisions contained in sub-paragraphs (a), (b), (c), (d), (e), (f), (g), (h) and (i) of paragraph 5, shall be depicted on the back surface of the cylinder-shaped cigar package.

- (c) Font size of health warning image and text shall be clearly printed and depicted in accordance with the provisions contained in sub-paragraph (d) of paragraph 5 by complying with the conditions as prescribed by the Department of Public Health
- (d) Trademark name, brand and variant names of the products shall be printed proportionately as based on the size of the pack as prescribed in sub-paragraph (f) of paragraph 5, and shall be depicted as the defined colour.
- (e) Any other provisions shall be complied with the provisions contained in sub-paragraphs (j), (k), (l) and (m) of paragraph 5, and if the form of packaging of the cigar package is different from the standardized packaging form as set out in this Order, it shall be printed and depicted by obtaining the approval of the Department of Public Health.

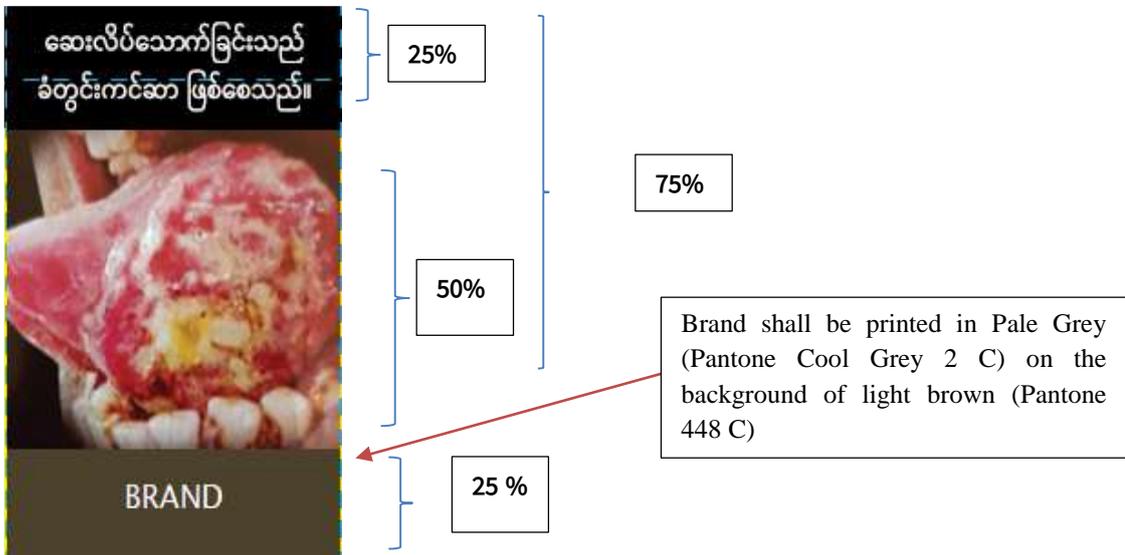
7. The design of the individual cigarette stick shall be in line with the following criteria:

- (a) The colour of the filter-tip of the cigarette, the cover of the filter and rolling paper of cigarette and other parts of the cigarette shall be made uniformly white with a matt finish. However, the cover of the filter of cigarette may be used in white or cork colour.
- (b) When the name of cigarette and an alphanumeric code are to be described, it shall be complied with the following criteria:
 - (1) Texts shall be depicted within 38 mm only from the end point of the filter.
 - (2) If it is depicted in Myanmar language, it shall be depicted in an alphanumeric and numeral only.
 - (3) If it is depicted in English language, the first character of the text only shall be depicted in uppercase, and an alphanumeric, numeral and “&” only shall be depicted.
 - (4) Font type of letter shall be *Pyidaungsu* font.
 - (5) Colour of text shall be grey and light brown with a matt finish.
 - (6) Font sizes of letter shall not be more than 2 mm in height (*Pyidaungsu* font size 5). Thickness of letter shall be normal.
- (c) No other description of text or image, etc. shall be depicted, except the name of the cigarette, numeral and an alphanumeric code.

8. In printing and depicting the cigarette packet, the following criteria shall be used for printing and depicting in addition to the standardized criteria set out in paragraph 5:

- (a) Whenever the lid cover of the cigarette packet is opened or closed, the health warning image and text altogether designated to be printed on the front surface, and health warning text on the right lateral surface, and health warning text except for the space allotted for tax stamp on the left lateral surface shall not be torn apart or detached from the cigarette packet. The lid cover of the cigarette packet shall be fitted in the defined space, and shall not exceed or less than upper 25% of the cigarette packet.

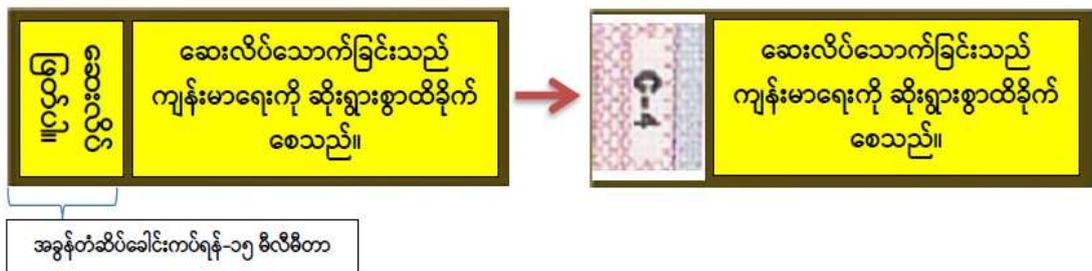
[Health warning image and text = 75% (Health warning image 50% + text 25%)]



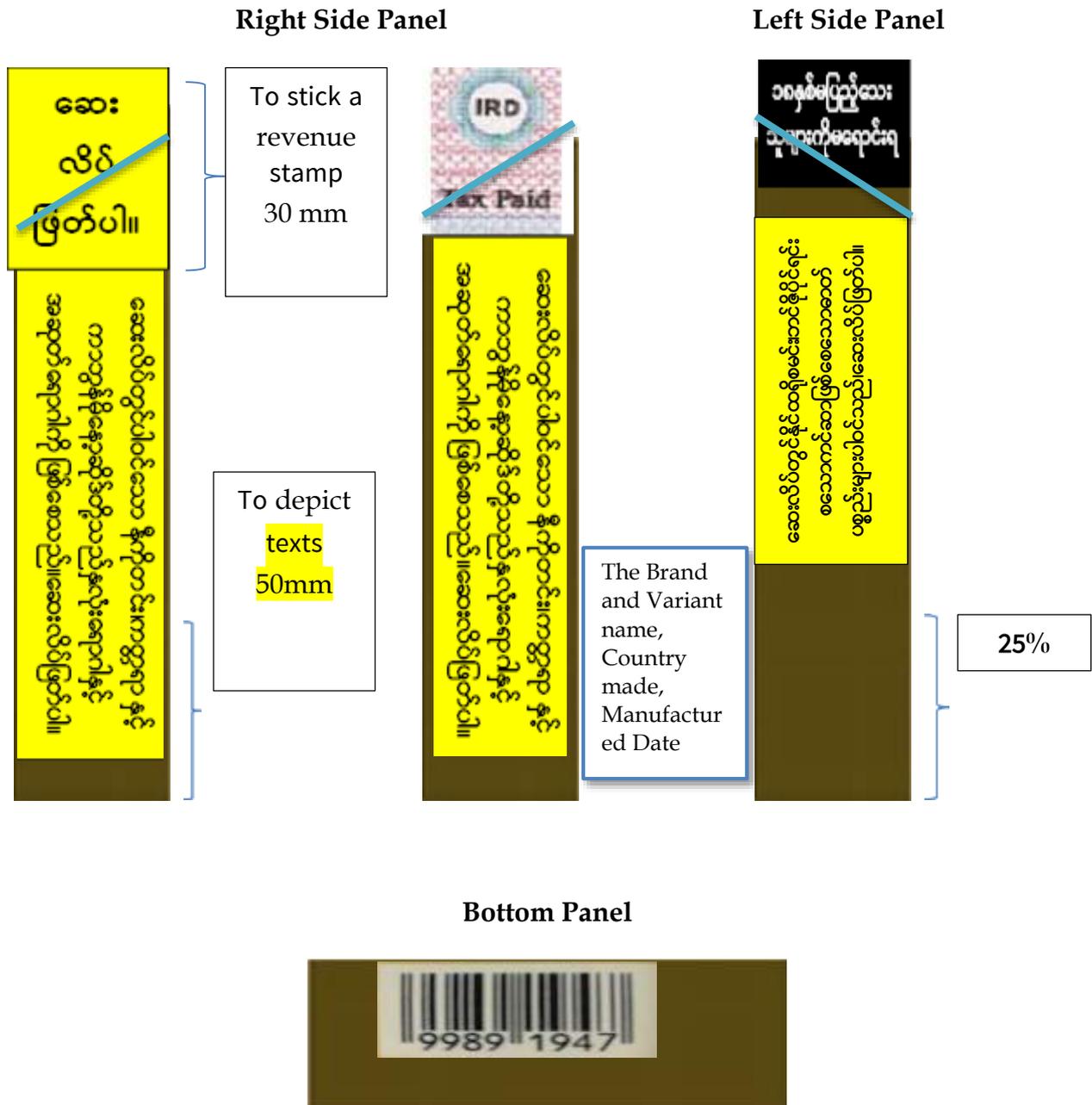
- (b) In printing of health warning texts and facts to be printed and depicted at the top and bottom, and two lateral surfaces as prescribed in paragraph 5, It shall be complied with the followings:

[Top Surface]

အပေါ်မျက်နှာပြင်



[To stick revenue stamp 15 mm]



- (c) The inner lining of a cigarette packet shall be thin aluminum silver coloured foil on the white coloured paper. And the rest part of Silver coloured foils or the part to be removed shall not be printed, depicted, designated, coloured and reflected any text, logo, trademark, etc. .
- (d) The colour of the inner collar of cigarette packet shall be matt finish pantone 448 C. There shall not be printed, designed, reflected, created to be dented or concave and embossed trademark, logo, coloured, designs, marks and texts on the inner collar.
- (e) If there is tear tip to remove the plastic which is covered an individual

cigarette packet, such tear tape shall entirely be either black or transparent, or not be coloured, and width of tear tape shall not be wider than 3 mm. No texts and marks shall be depicted on the tape.

9. In printing and depicting the cigarette carton, it shall be complied with the provisions contained in paragraph 5, and shall be obtained the approval of Department of Public Health, and shall be printed and depicted in accordance with the following standards:

- (a) The font size of the health warning texts shall be clearly printed and depicted in accordance with the standards for large cigar package contained in sub-paragraphs (d) and (e) of paragraph 5.
- (b) The health warning texts and images to be depicted on the front and back surface of cigarette carton shall be printed and depicted as prescribed in sub-paragraphs (c) and (j) of paragraph 5.
- (c) The trademark name, brand and variant name shall be printed and depicted in accordance with the standards for large cigar package as prescribed in sub-paragraph (f) of paragraph 5.
- (d) The name of manufacturer, the country made and the manufactured date shall be printed and depicted in accordance with the standards for large cigar package as prescribed in sub-paragraph (g) of paragraph 5.

10. In printing and packaging the cheroots, cigars (*Say Pyinlate*) and similar cigars, it shall be complied with the standards as prescribed in paragraphs 5 and 6, and based on the form of packing, and shall be obtained the approval of Department of Public Health, and shall be printed in accordance with the following standards:

- (a) Rolling material of cheroot, cigar (*Say Pyinlate*) and similar cigars shall not be more than 1 cm. If it is desired to depict the name of trademark, and brand and variance, it shall be printed as follows:
 - (1) Font colour shall be printed in pale grey (Pantone Cool Grey 2 C) on a matt opaque couch background (Pantone Opaque Couche - Pantone 448 C)].
 - (2) The font type of the brand and variance shall be typed with *Pyidaungsu* font not more than 4 mm (*Pyidaungsu* font 9.5), and brand logo shall not be included.
 - (3) If it is depicted in English language, the first character only shall be uppercase, and thickness of letter shall be normal, and other text and image, etc. except name and alphanumeric code shall not be depicted on it.
- (b) If it is desired the material used for wrapping of each individual cheroot, cigar (*Say Pyinlate*) and similar cigar product, it shall be covered and packed with transparent plastic and without colour. No texts and marks shall not be printed on such covering plastic.

- (c) The size of health warning texts and images shall be clearly printed and depicted as bigger or smaller texts and images based on the size in the same ratio as prescribed in sub-paragraph (c) of paragraph 5.
- (d) The trademark name, brand and variant name shall be printed and depicted in accordance with the standards for small cigar package and large cigar package as prescribed in sub-paragraph (f) of paragraph 5, and the size shall be the same.
- (e) The name of manufacturer, the country of origin and the manufactured date, shall be printed and depicted in accordance with the standards for small cigar package and large cigar package as prescribed in sub-paragraph (g) of paragraph 5, and the size shall be the same.

11. In packaging the tobacco products such as compounded tobacco (*Say Paung*), steamed tobacco (*Hnut Say*), and chewing tobacco (*Kwan Sarsay*), etc. as cigar package for retail sales, health warning texts and images shall be complied with the standardized criteria as prescribed in remaining paragraphs 5, except sub-paragraph (d) of paragraph 5, and paragraph 6, and shall be obtained the approval of Department of Public Health, and shall be printed in accordance with the following standards:

- (a) The font size of health warning texts and images shall be clearly printed as bigger or smaller texts and images based on the same ratio as prescribed in sub-paragraph (c) of paragraph 5.
- (b) Health warning texts **“Smoking causes serious harm to your health”** on the top surface of the cigar packet; and warning texts **“ Many volume of nicotine contained in tobacco products, and “Causes to seriously obsess”, and “Don’t chew it”** on the right lateral side; and **“Cancer causing compounds like nitrosamine, benzopyrene, etc. contain in tobacco products”, and “Quit chewing ”** on the left lateral side shall be printed and depicted respectively as prescribed in sub-paragraph (d) of paragraph 5.
- (c) The trademark name, brand and variant name shall be printed and depicted in accordance with the standards for small cigar package and large cigar package prescribed in sub-paragraph (f) of paragraph 5, and the size of cigar package shall be the same.
- (d) The name of manufacturer, the country of origin and the manufactured date shall be printed and depicted, these will be in accordance with the standards for small cigar package and large cigar package as prescribed in sub-paragraph (g) of paragraph 5, and the size of cigar package shall be the same.

12. In respect of printing and depicting the cigar packages of retail sale within the Union in accordance with the standardized criteria as prescribed in above paragraphs 4 to 11:

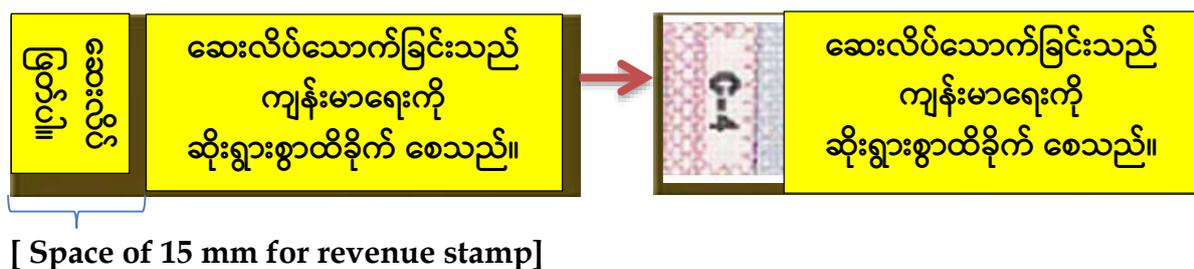
- (a) Each and every health warning images and texts mentioned in the Annex shall be used and depicted concurrently on equal quantity of small cigar package.
- (b) The health warning images and texts mentioned in the Annex shall be printed and depicted once in every three years as alternately prescribed by the Department of Public Health of the Ministry of Health.
- (c) Whosoever imports, manufactures, distributes and sells the cigar and tobacco products shall print and depict the health warning texts and images as prescribed by the Department of Public Health of the Ministry of Health.
- (d) If there are different variant names, the health warning texts and images shall be separately printed and depicted according to each variance.

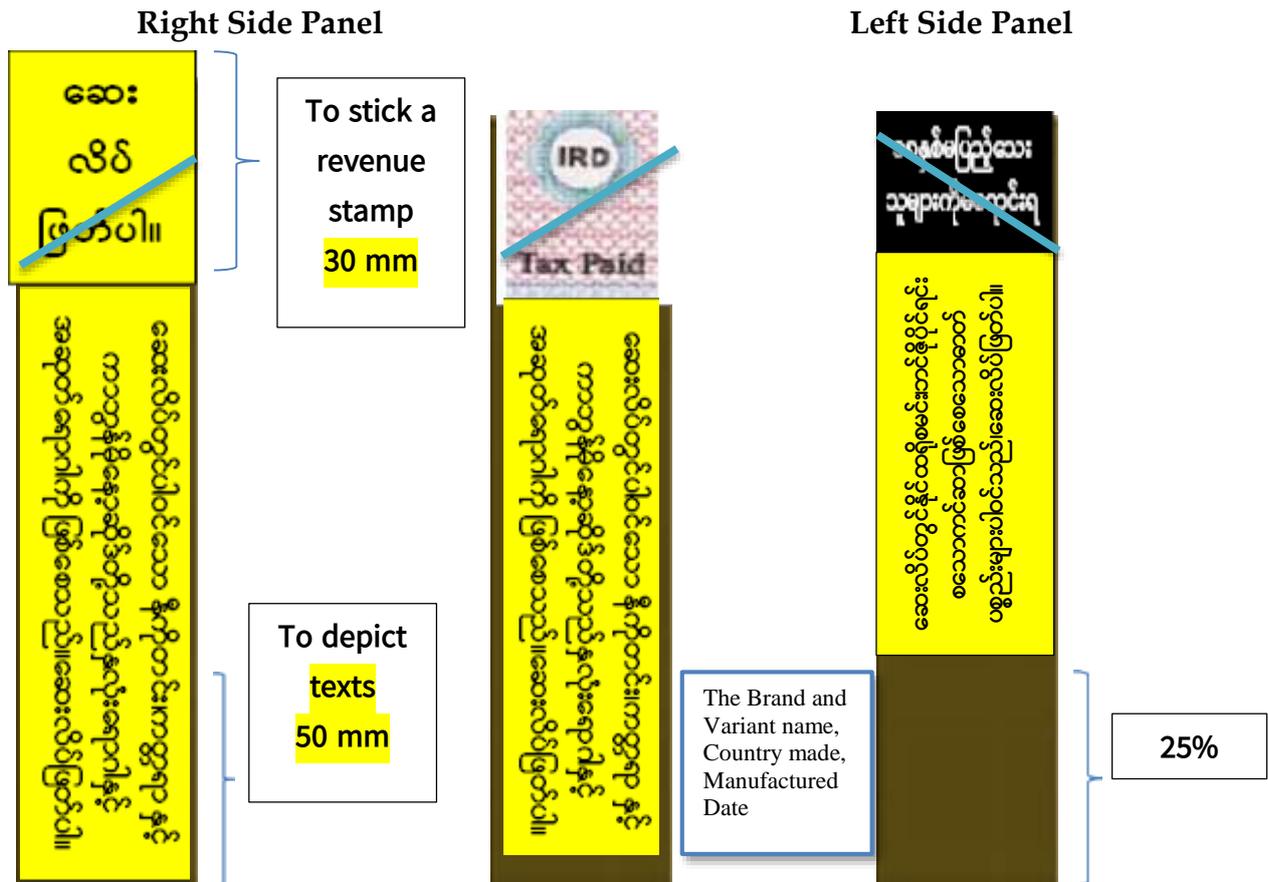
Chapter IV
Prohibitions

13. The importers, manufacturers, distributors and sellers of cigar and tobacco products:

- (a) Shall not destroy or cover the health warning images and texts printed on the cigar package.
- (b) Shall, in sticking the revenue stamp, not cover the health warning images and texts. The revenue stamp shall not be stuck on other areas except on the specific area for it, 15 mm at the edge of corner on the top panel, and 30 mm at the uppermost of the right side surface.
- (c) Shall not print and depict at all the texts or other things on the cigar package, which are likely to be directly or indirectly enhanced the marketing, promotion and advertising the sale of cigar and tobacco products as prescribed in sub-paragraphs (k) and (l) of paragraph 5.

Top Panel





- (d) Shall not print and depict texts, images or symbols on the cigar package, which are likely not to cause serious harm to health (for example - “Low tar” “Light” “Ultra-light”, “Mild”, “Cool”, “Special”, “Full flavor”, “Premium”, “Rich”, “Famous”, “Slim”, “Safe”, etc.), or which are similar ambiguous meaning, or which is similarly depicted the brand and variant names of cigar and tobacco products.
- (e) Shall not depict texts, marks, numeral code and other symbols on the cigar package mentioning the included materials, constituents and amount which are likely to be interpreted an erroneous impression “No more harm for consumers, It benefits”.
- (f) The expiry date shall not be printed.

Chapter V

Taken Action against Offences

- 14. (a) Whoever imports, manufactures, distributes or sells the cigar packages

without packaging, printing or depicting as prescribed standardizations contained in this Order, shall be taken action and punished under sub-section (a) of section 13 of the Control of Smoking and Consumption of Tobacco Products Law.

- (b) Any person may make first information report to the respective Police Station to take action under sub-paragraph (a).

Chapter VI

Miscellaneous

15. Cigar and tobacco products currently being sold in the market which are not in line with this Order shall have the right to continuously sell up to 90 days only from the effective date of this Order.

16. Where there is any problem occurs regarding in implementation of the Order, and in respect of compliance with this Order, and in making decision whether printing and depicting are complied with the standardizations contained in this Order, the decision of the Central Body shall be final and conclusive.

17. The Order issued by the Ministry of Health's Notification No. 11/ 2016 dated on 29th February 2016 is hereby prevailed commencing from the date of this Order come into force.

Sd. /

Dr Thet Khine Win
The Union Minister

Letter No. 12 Ma Kha (La) 2021/12745

Date: 12th October, 2021.

Circulation:

- State Administration Council, Chairman's Office.
- Office of the State Administration Council Secretary.

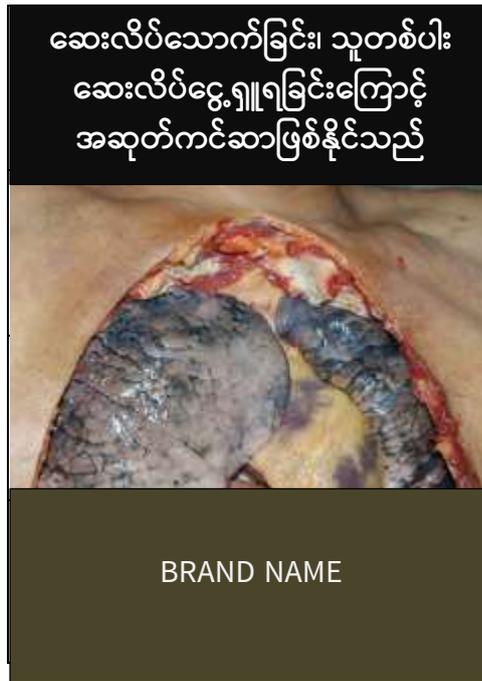
- Office of the State Administration Council.
- Union Government Office.
- *Pyidaungsu Hluttaw* Office.
- *Pyithu Hluttaw* Office.
- *Amyotha Hluttaw* Office.
- Supreme Court of the Union.
- Office of the Constitutional Tribunal of the Union.
- Union Election Commission Office.
- All Union Ministries.
- Office of the Auditor General of the Union.
- Office of the Union Civil Service Board.
- *Nay Pyi Taw* Council.
- All Region or State Administration Councils.
- Myanmar Central Bank.
- Anti-Corruption Commission Office.
- Myanmar National Human Rights Commission Office.
- *Nay Pyi Taw* Development Committee.
- Yangon City Development Committee.
- Mandalay City Development Committee.
- Chairman, Myanmar Medical Council.
- Chairman, Myanmar Medical Association.
- Chairman, Myanmar Pharmaceutical Technician Board.
- Chairman, Myanmar Maternal and Child Welfare Association.
- Chairman, Myanmar Dental and Oral Medical Council.

- Chairman, Myanmar Red Cross Society.
- Chairman, Myanmar Traditional Medical Council.
- Chairman, Myanmar Midwife and Nurse Council.
- Chairman, Myanmar Pharmaceutical Technician Association.
- Chairman, Myanmar Health Assistant Association.
- Chairman, Myanmar Private Hospital's Association.
- Chairman, People's Health Foundation.
- Director General, Printing and
Publishing Department. } To be notified in Myanmar Gazette, Part 1.
- All Departments under the Ministry of Health.
- All Head of Office of Union Territory, *Nay Pyi Taw*/Region/State Department of Public Health/Department of Medical Care.

Health Warning Texts and Images to be printed and Depicted on all Packaging Materials of Cigarette, Cheroot, Cigar (*Say Pyinlate*) and Similar Cigars

Health Warning Image- 1

- Smoking or breathing the emission of smoking can cause lung cancer.



Health Warning Image- 2

- Smoking or inhaling secondary smoke during pregnancy causes to early birth and insufficient pond of child.



Health Warning Image- 3

- **Smoking can cause oral cancer.**



Health Warning Image- 4

- **Smoking can cause blood clot in the veins and ultimately lead to leg amputation surgery.**



Health Warning Image- 5

- **Smoke from cigarettes can increase asthma and pneumonia to the children.**



Health Warning Texts and Images to be printed and depicted on all Packaging Materials of on the Tobacco Products such as Compounded tobacco (*Say Paung*), Steamed Tobacco (*Hnut Say*), *Chewing Tobacco (Kwan Sarsay)*, etc.

Health Warning Image- 1

- Consuming tobacco and chewing betel *kwan* can cause oral cancer.



Health Warning Image- 2

- Consuming tobacco and chewing betel *kwan* during pregnancy can cause to early birth and underweight child.



Health Warning Image- 3

Consuming tobacco and chewing betel *kwan* can cause tongue cancer.



Health Warning Image- 4

- Consuming tobacco and chewing betel *kwan* can cause oral cancer.



Health Warning Image- 5

- Consuming tobacco and chewing betel *kwan* can cause throat cancer.

