

Ministry of Public Health Notice
Of Rules, Procedures, and Conditions for the
Display of Statements Concerning Toxins and Carcinogens on Cigarette
Labels under the Tobacco Products Control Act of 1992 (Number 16)
2011

Pursuant to the authority of Article 12 of the Tobacco Products Control Act of 1992, a law which places certain restrictions on individual rights and liberties as lawfully permitted under the authority of Article 29 and Article 43 of the Constitution of the Kingdom of Thailand, the Minister of Public Health issues the following Notice:

Article 1. Ministry of Public Health Notice (Number 10) of 2006, Subject: Rules, Procedures, and Conditions for the Display of Names of Toxins and Carcinogens on Cigarette and Cigar Labels, issued under the Tobacco Products Act of 1992, is rescinded.

Article 2. Cigarettes manufactured in or imported into the Kingdom shall be provided with labels bearing one of ten statements on toxins and carcinogens in rotation. The labels bearing statements on toxins and carcinogens shall be printed at the rate of one style of label per 5,000 packs or containers of cigarettes, and at the rate of 1 style of label per 500 boxes or wrappers for packs or containers of cigarettes (cartons), as may apply.

All of the ten statements on toxins and carcinogens are shown in this Notice. The ten statements on toxins and carcinogens are:

- Style 1. Tobacco smoke contains the toxin hydrogen cyanide.
- Style 2. Tobacco smoke contains the toxin carbon monoxide.
- Style 3. Tobacco smoke contains more than 250 toxins.
- Style 4. Tobacco smoke is the most important toxin in the home.
- Style 5. Tobacco smoke contains the carcinogen formaldehyde.
- Style 6. Tobacco smoke contains the carcinogen benzopyrene.
- Style 7. Tobacco smoke contains the carcinogen nitrosamine.
- Style 8. Tobacco smoke is the most important carcinogen in humans.
- Style 9. Tobacco smoke contains radioactive polonium 210.
- Style 10. Tobacco smoke contains the addictive drug nicotine.

In printing labels bearing statements on toxins and carcinogens, manufacturers or importers of cigarettes must use only originals requested from the Department of Disease Control, Ministry of Public Health. Font size and positioning of the text must be as prescribed in this Notice.

The provisions of paragraphs one, two, and three shall not apply to colorless transparent material used to wrap packs or containers of cigarettes, or to wrap cartons of cigarettes, if such material allows clear visibility of the labels bearing statements about toxins and carcinogens on the packs or containers of cigarettes, or on the cartons of cigarettes.

Article 3. Manufacturers or importers of cigarettes must print the labels bearing statements about toxins and carcinogens described in Article 2 on cigarette packs, containers, or cartons as follows:

(1) On the two medium-sized faces of cigarette packs or containers. The labels shall occupy not less than 60 percent of each face.

On cigarette packs or containers of which the largest face has an area between 42 – 50 square centimeters, the labels bearing statements about toxins and carcinogens must be displayed on the sides of the packs or containers. The labels must be printed in Thai with white characters on a black background, and must measure approximately 2 x 5.2 centimeters.

(2) On the two medium-sized faces of cigarette cartons. The labels shall occupy not less than 60 percent of each face.

On cigarette cartons of which the largest face has an area between 235 – 240 square centimeters, and the smallest face has an area between 117 – 120 square centimeters, the labels bearing statements about toxins and carcinogens must be displayed on the sides of the packs or containers. The labels must be printed in Thai with white characters on a black background, and must measure approximately 4.5 x 16.2 centimeters.

(3) In the case of cigarette packs or containers larger or smaller than the dimensions in Paragraph 1, or in the case of cigarette cartons larger or smaller than the dimensions in Paragraph 2, the labels bearing statements about toxins and carcinogens shall be enlarged or reduced in proportion to the width and length of the cigarette pack or container, or the cigarette carton, as appropriate.

Article 4. In cases where the cigarette pack or container is not rectangular, labels bearing statements about toxins and carcinogens specified in Article 2 shall be printed on two sides. Each side must have an area of not less than 10 percent of the total surface area of the cigarette pack or container. Labels must be positioned on opposite sides of the pack or container, so that an ordinary person would see them clearly. Normally, the labels will be positioned on the lower portion of a non-rectangular cigarette pack or container.

In cases where the cigarette carton is not rectangular, labels bearing statements about toxins and carcinogens specified in Article 2 shall be printed on two sides. Each side must have an area of not less than 10 percent of the total surface area of the cigarette carton. Labels must be positioned on opposite sides of the pack or container, so that an ordinary person would see them clearly. Normally, the labels will be positioned on the lower portion of a non-rectangular cigarette carton.

Article 5. This Notice shall not apply to the following cigarettes manufactured in or imported into the Kingdom:

(1) Cigarettes manufactured in or imported into the Kingdom for distribution outside the Kingdom, or imported as samples for testing, analysis, or research. Manufactures or imports for these purposes must be fully documented.

(2) Cigarettes imported by travelers for personal use in amounts allowed without a permit from the Excise Department.

Article 6. Cigarettes manufactured or imported into the Kingdom prior to the effective date of this Notice are exempt from compliance with this Notice, but such exemption shall not exceed 90 days from the effective date of this Notice.

Article 7. In case of problems with implementation or compliance with this Notice, the Director, Department of Disease Control, shall make final determination.

Article 8. This Notice shall become effective one hundred eighty days following the date of its publication in the Government Gazette.

Issued on the 23rd day of May, 2011

Jurin Laksanawisit

Minister of Public Health

The 10 Styles for Labels Showing Statements about Toxins and Carcinogens, Appended to Ministry of Public Health Notice of Rules, Procedures, and Conditions for the Display of Statements Concerning Toxins and Carcinogens on Cigarette Labels under the Tobacco Products Control Act of 1992

(1) For Use on Cigarette Packs and Containers

Style 1

Tobacco Smoke
Contains the **TOXIN**
Hydrogen Cyanide

Style 2

Tobacco Smoke
Contains the **TOXIN**
Carbon Monoxide

Style 3

Tobacco Smoke
Contains More
Than 250 Kinds of
TOXINS

Style 4

Tobacco Smoke
Is the Most Important
CARCINOGEN
In Humans

Style 5

Tobacco Smoke
Contains the
CARCINOGEN
Formaldehyde

Style 6

Tobacco Smoke
Contains the
CARCINOGEN
Benzopyrene

Style 7

Tobacco Smoke
Contains the
CARCINOGEN
Nitrosamine

Style 8

Tobacco Smoke is
the Most Important **TOXIN**
in the **Home.**

Style 9

Tobacco Smoke Contains
RADIOACTIVE
Polonium 210

Style 10

Tobacco Smoke Contains the
Addictive Substance
Nicotine

(2) For Use on Cigarette Cartons or Wrappers for Cigarette Packs or Containers

Style 1

Tobacco Smoke
Contains the
TOXIN
Hydrogen Cyanide

Style 2

Tobacco Smoke
Contains the
TOXIN
Carbon Monoxide

Style 3

Tobacco Smoke
Contains More
Than 250 Kinds of
TOXINS

Style 4

Tobacco Smoke is
the Most Important

TOXIN

in the Home.

Style 5

Tobacco Smoke
Contains the

CARCINOGEN

Formaldehyde

Style 6

Tobacco Smoke
Contains the

CARCINOGEN

Benzopyrene

Style 7

Tobacco Smoke
Contains the

CARCINOGEN

Nitrosamine

Style 8

Tobacco Smoke

Is the Most Important

CARCINOGEN

In Humans

Style 9

Tobacco Smoke Contains

RADIOACTIVE

Polonium 210

Style 10

Tobacco Smoke Contains the

Addictive Substance

Nicotine