

Notification of the Ministry of Public Health**RE: Criteria, Procedures and Conditions for Displaying Pictures, Statements Relating to Warning on harm and Contact Channels to quit Tobacco on Labels of Cigarettes
B.E. 2556 (A.D. 2013)**

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 43 and Section 45 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:

Clause 1. Repeal the Notification of the Ministry of Public Health RE: Criteria, Procedures and Conditions for Displaying Labels and Statements on Labels of Cigarettes B.E. 2552 (A.D. 2009) dated 24 August B.E. 2552 (A.D. 2009)

Clause 2. Cigarettes manufactured in or imported into the Kingdom shall be provided with labels displaying with pictures and statements of warning on the harm of cigarettes and contact channels to quit tobacco wherein the picture shall be printed in 4-color as specified as follows:

- Type 1.** Picture with warning statement “No Smoking At Home”
- Type 2.** Picture with warning statement “Cigarettes Smoke Can Kill Children”
- Type 3.** Picture with warning statement “Smoking Cigarettes Causes Laryngeal Cancer”
- Type 4.** Picture with warning statement “Smoking Cigarettes Causes Heart Failure”
- Type 5.** Picture with warning statement “Smoking Cigarettes Causes Stroke”
- Type 6.** Picture with warning statement “Smoking Cigarettes Causes Oral Cancer”
- Type 7.** Picture with warning statement “Smoking Cigarettes Causes Impotence”
- Type 8.** Picture with warning statement “Smoking Cigarettes Causes Bad Breath”
- Type 9.** Picture with warning statement “Smoking Cigarettes Causes Lung Cancer”
- Type 10.** Picture with warning statement “Smoking Cigarettes Causes Torturing Fatal Emphysema”

The displaying of the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco as specified in paragraph one shall be any of the assortment of 10 types printed with a ratio of 1 type to 5,000 cigarettes packs or cartons.

All these 10 types of the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco shall be of a size of 5.5. x 7.39 centimeters. The pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco shall be printed at the position adjacent to the top edge of the cigarette pack or carton and the cigarette box or the cigarette pack or carton paper wraps and can be clearly seen.

The provisions of paragraphs one, two and three shall not apply to colorless and transparent materials used to wrap cigarette packs or cartons and to the boxes or cigarette pack or carton paper wraps on which the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco can be clearly seen.

In carrying out the printing of pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco, the manufacturer or importer of cigarettes shall print them from the template CD provided by the Department of Disease Control, Ministry of Public Health only. In this regard, the depth, degree of color, size and position of the letters, pictures, statements of warning as well as the definition shall conform to those appear in the templates attached hereto.

Clause 3. The manufacturer or importer of cigarettes shall print the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco as specified in Clause 2 on cigarette packs or cartons. The said displaying shall have area size on both sides not less than 85 percent of the side of the cigarette packs or cartons having the maximum area at the top and left edge of the cigarette packs or cartons as follows:

(1) In case where the maximum area of the cigarette packs or cartons have area size between 42 – 50 square centimeters, the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco shall be printed as the size specified paragraph 3 of Clause 2.

(2) In case where the maximum area of the cigarette packs or cartons have area size more or less than 42 – 50 square centimeters, the size of the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco as specified in paragraph 3 of Clause 2 shall be reduced or enlarged in accordance with the proportion of their width and length as appropriate.

Clause 4. If the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco cannot be printed as specified in Clause 3, the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco shall be reduced or enlarged as appropriate without causing the change to their proportion of the width and length as well as the definition.

If it is unable to reduce or enlarge in accordance with the proportion of the width and length as well as definition or such reducing or enlarging causes the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco to have area less than 85 percent of the side having the maximum are of the cigarette packs or cartons, black area on the position adjacent to the top edge of the cigarette packs or cartons shall be added to make such pictorial labels, statements of warning on the harm of cigarettes and contact channels to quit tobacco be not less than 85 percent of the side having the maximum are of the cigarette packs or cartons.

Clause 5. In case where the cigarettes pack or carton is not of a rectangular shape, the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco shall be printed as the size specified in paragraph 3 Clause 2 on the cigarette pack or carton not less than 2 pictures

per one cigarette pack or carton and shall have area not less than 85 percent of cigarette pack or carton at the position adjacent to the top edge.

Clause 6. The manufacturer or importer of cigarettes shall print the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco as specified in Clause 2 on the cigarette box or cigarette pack or carton paper wrap as follows:

(1) In case where the sides having the maximum area of the cigarette box or cigarette pack or carton paper wrap have area between 235 – 240 square centimeters, the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco shall be printed with a size equal to that printed on cigarette pack or carton in a consecutive order from the position adjacent to the top edge of the sides having the maximum area at least 2 sides, each side with 5 pictures. All of the 10 types of the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco shall be printed.

(2) In case where the sides having the maximum area of the cigarette box or cigarette pack or carton paper wrap have area more or less than 235 – 240 square centimeters, the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco shall be printed with a size equal to that printed on cigarette pack or carton in number equal to the number of cigarette packs or cartons in the cigarette box or cigarette pack or carton paper wrap in a consecutive order on the top left edge of the cigarette box or cigarette pack or carton paper wrap.

In case where the area on the top of the cigarette box or cigarette pack or carton paper wrap is not sufficient for printing the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco as specified, the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco shall be printed on the remaining area of the cigarette box or cigarette pack or carton paper wrap correspondingly to the entire number of cigarette packs or cartons in the cigarette box or cigarette pack or carton paper wrap.

In case of the cigarette boxes or cigarette pack or carton paper wraps can contain not less than 10 cigarette packs or cartons, all 10 types of the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco shall be printed with some cigarette packs or cartons displaying the same type.

In case of the cigarette boxes or cigarette pack or carton paper wraps can contain less than 10 cigarette packs or cartons, each shall display a different type of the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco.

(3) In case of not less than 10 cigarette packs or cartons contained in the cigarette boxes or cigarette pack or carton paper wraps, 10 types of the pictorial labels, the statements of warning on the harm of

cigarettes and contact channels to quit tobacco shall be printed on cigarette packs or cartons per 1 cigarette box or cigarette pack or carton paper wraps.

In case of less than 10 cigarette packs or cartons contained in the cigarette boxes or cigarette pack or carton paper wraps, each cigarette pack or carton shall display a different type of the pictorial labels, the statements of warning on the harm of cigarettes and contact channels to quit tobacco.

Clause 7. Cigarettes manufactured in or imported into 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 pack or carton and the cigarette boxes or cigarette pack or carton paper wraps other than the area specified for displaying the names of toxic or carcinogenic substances.

(2) Provision of statements showing the source of cigarettes in respect of whether they are manufactured in the Kingdom of Thailand or in what country on the front area adjacent to the lower edge of the cigarette pack of carton and the cigarette box or the cigarette pack or carton paper wraps.

(3) Provision of statement showing “For Sale in the Kingdom of Thailand” on the back side adjacent to the lower edge of the cigarette pack or carton and the cigarette box or the cigarette pack or carton paper wraps.

The statements under paragraph 1 shall be displayed in Thai using “Si Praya” or similar fonts of not less than 10 points size for cigarette packs or cartons and not less than 30 points size for cigarette boxed or cigarette pack or carton paper wraps. The letters shall be printed in black on a white background bordered by a black frame or if the label background is black, white letter shall be used without a bordered frame.

Clause 8. This Notification shall not enforce to cigarettes manufactured in or imported into the Kingdom as follows:

(1) Cigarettes manufactured in or imported into for distribution out of the Kingdom or to use as a sample for testing, analysis or research with particulars of manufacture or import being clearly stated for such purpose.

(2) Cigarettes carried with traveler upon the indulgent amount to carry without permission from authority according to The Excise Department Notification for consumption purpose only.

Clause 9. Cigarettes that have been manufactured in or imported into the Kingdom before this Notification is effective, shall be exempted from this Notification enforcement but shall not exceed 90 days since this Notification is effective.

Clause 10. 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.

Clause 11. This Notification shall be in effect after the expiration of 180 days on the day following the date of its publication in the Government Gazette.

Notified on this 6th day of March B.E. 2556 (A.D. 2013)

Pradit Sintawanarong

Minister of the Ministry of Public Health

Templates attached to Notification of the Ministry of Public Health
RE: Criteria, Procedures and Conditions for Displaying Pictures, Statements Relating to Warning
on harm and Contact Channels to quit Tobacco on Labels of Cigarettes B.E. 2556 (A.D. 2013)



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Type 1



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Type 5



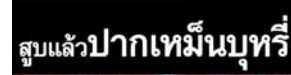
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