

**Notification of the Ministry of Public Health  
Re: Criteria, Methods and Conditions on Tobacco Product  
and Cigarette Packaging B.E. 2564 (2021)**

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Whereas Section 38 paragraph 3 of the Tobacco Products Control Act B.E. 2560 was prescribed to protect health, hygiene and safety of the general public, whereby the National Tobacco Products Control Committee is designated to consider whether it is deemed appropriate to revise the notification according to Section 38 paragraph 1 every two years from the effective date thereof, the National Tobacco Products Control Committee has considered technical information, heeded public opinions of concerned parties, and concluded that it is deemed appropriate to revise the Notification of the Ministry of Public Health Re: Criteria, Methods and Conditions on Tobacco Product and Cigarette Packaging B.E. 2561 dated 30 November 2018.

By virtue of Section 5 paragraph 1 and Section 38 paragraph 1 of the Tobacco Products Control Act B.E. 2560, the minister of public health, under advice of the National Tobacco Products Control Committee, thereby issues the notification as follows:

- Article 1: This notification is referred to as “Notification of the Ministry of Public Health Re: Criteria, Methods and Conditions on Tobacco Product and Cigarette Packaging B.E. 2564”.
- Article 2: This notification shall come into force 180 days after the date of its publication in the Government Gazette.
- Article 3: The Notification of the Ministry of Public Health Re: Criteria, Methods and Conditions on Tobacco Product and Cigarette Packaging B.E. 2561 dated 30 November 2018 shall be repealed.
- Article 4: Packaging of cigarette products locally manufactured or imported into the kingdom must have prescribed formats and characteristics as follows: There must be no display of any text, image, symbol, logo, trademark, picture, designed pattern, motif or any other elements other than what are prescribed in this notification or the excise tax law.
- (1) Any cigarette packet or carton and paper box enclosing cigarette packets or cartons must be rectangle in shape.
  - (2) All sides of the outer surface of cigarette packet or carton and paper box enclosing cigarette packets or cartons must have a dark greenish brown color with matt finish (Pantone Opaque Couche – Pantone 448 C). However, this requirement shall not apply to the following cases:
    - (a) Letters and text of any brand name of cigarette product, name of cigarette manufacturer or importer, or variant name as prescribed in Article 5;
    - (b) Graphic image and text warning labels that depict the harmful effects of cigarette and the Quitline number as prescribed in Articles 7, 8, 9 and 10;
    - (c) Labels showing messages about the harmful effects and dangers of cigarette product use as prescribed in Articles 12 and 13;
    - (d) Information about cigarette products as prescribed in Article 14.

- (3) All sides of the inner surface of cigarette packet or carton and paper box enclosing cigarette packets or cartons must be white.
- (4) In case there is a wrapping material encasing cigarette sticks inside a cigarette packet or carton or in case there is a wrapping material encasing a bundle of cigarette packets inside a paper box enclosing cigarette packets or cartons, such materials must be made of paper or any other materials with similar properties, and they must be either silver or white.
- (5) In case there is a wrapping material encasing cigarette packets or cartons or in case there is a wrapping material encasing a paper box enclosing cigarette packets or cartons, such materials must be made of a transparent, colorless material that can be seen through to see graphic image and text warning labels depicting the harmful effects of cigarette and the Quitline number and warning label with messages about the harmful effects and dangers of cigarette product use on cigarette packets or cartons and paper boxes enclosing cigarette packets or cartons.

Article 5 Packaging of cigarette products locally manufactured or imported into the kingdom must not display any cigarette trademark or it must not be made to appear by any means on all outer surfaces of cigarette packet or carton and paper box enclosing cigarette packets or cartons, except otherwise prescribed as follows:

- (1) Letters and text of brand or variant name of cigarette product or cigarette manufacturer or importer name required to be displayed or printed on cigarette packet or carton must have formats and characteristics as follows:
  - (a) Brand name or variant name (if required) of cigarette product must be printed with Thai or English letters, using the normal TH SarabunPSK font throughout. The font size must not exceed 20 points. In case a variant name must be displayed, the font size must not exceed 15 points. In case a brand or variant name is printed with English letters, only the first letter is capitalized, and these letters must be light grey color (Pantone Cool Grey 2 C). Such names must be printed on a dark greenish brown background with matt finish (Pantone Opaque Couche – Pantone 448 C) at the center of both sides of the side with the largest surface area, which is not a label display area depicting warning graphic images and messages about the harmful effects of cigarette and the Quitline number.
  - (b) Name of manufacturer or importer of the cigarette product must be printed in Thai or English, using the normal “TH SarabunPSK” font throughout. The font size must not exceed 10 points, and it must be light grey color (Pantone Cool Grey 2 C). Such names must be printed on a dark greenish brown background with matt finish (Pantone Opaque Couche – Pantone 448 C) on either side of medium-sized area of the packet, which is not a label display area depicting warning messages about the harmful effects and dangers of tobacco product use.
- (2) Letters and text of brand or variant name of cigarette product and manufacturer or importer name required to be displayed or printed on paper boxes enclosing cigarette packs or cartons must be have formats and characteristics as follows:

- (a) Brand name or variant name (required to be displayed) of the cigarette product must be printed in Thai or English, using the normal TH SarabunPSK font throughout. The font size must not exceed 40 points. In case variant name must be displayed, the font size must not exceed 30 points. If English letters are printed, only the first letter is capitalized, and these letters must be light grey color (Pantone Cool Grey 2 C). Such names must be printed on a dark greenish brown background with matt finish (Pantone Opaque Couche – Pantone 448 C) at the center of both sides of the side with the largest surface area, which is not a label display area depicting warning graphic images and messages about the harmful effects and dangers of cigarette and the Quitline number.
- (b) Name of manufacturer or importer of the cigarette product must be printed in Thai or English, using the normal “TH SarabunPSK” font throughout. The font size must not exceed 20 points, and it must be light grey color (Pantone Cool Grey 2 C). Such names must be printed on a dark greenish brown background with matt finish (Pantone Opaque Couche – Pantone 448 C) on either side of medium-sized area of paper box enclosing cigarette packets or cartons, which is not a label display area depicting warning messages about the harmful effects and dangers of tobacco product use.

Article 6: Cigarette products locally manufactured or imported into the kingdom must have prescribed formats and characteristics of cigarette stick as follows: There must be no display of any text, image, symbol, logo, trademark, picture, designed pattern, motif or any other elements other than what are prescribed in this notification.

- (1) Outer surface must be made of white paper.
- (2) Filter rolling paper must be made of white or cork color paper or any similar color.
- (3) Brand name or variant name (required to be displayed) of the cigarette product must be printed in Thai or English, using the normal TH SarabunPSK font throughout. The font size must not exceed 6 points, and it must be light grey color (Pantone Cool Grey 2 C). Such names must be printed only in one position, which is not on the filter.

Article 7: Cigarette products locally manufactured or imported into the kingdom must display warning labels containing four-color graphic images and messages about the harmful effects of cigarette and the Quitline number as follows:

- Design 1: Graphic image with warning message      Cigarette kills 1 in 2 smokers who don’t quit.
- Design 2: Graphic image with warning message      Cigarette damages heart.
- Design 3: Graphic image with warning message      Smoking during pregnancy causes babies to be born with cleft lip.
- Design 4: Graphic image with warning message      Smoking causes cancer.
- Design 5: Graphic image with warning message      Smoking harms sperm.

- Design 6: Graphic image with warning message Smoking increases the risk of tuberculosis.
- Design 7: Graphic image with warning message Smoking causes lung cancer.
- Design 8: Graphic image with warning message Smoking burns lung.
- Design 9: Graphic image with warning message Smoking causes hemorrhagic stroke and paralysis.
- Design 10: Graphic image with warning message Oral cancer is caused by smoking.

Ten warning label designs containing graphic images and messages about the harmful effects of cigarette and the Quitline number set forth in paragraph 1 must be randomly printed at a ratio of one design per 5,000 cigarette packets or cartons.

All ten warning label designs containing warning graphic images and messages about the harmful effects of cigarette and the Quitline number must be 5.50 x 7.39 cm in size. It is required that warning labels containing graphic images and messages about the harmful effects of cigarette and the Quitline number must be printed on cigarette packets or cartons and paper boxes enclosing cigarette packets or cartons at a position adjacent to the uppermost edge where they are clearly visible.

The provisions in paragraphs 1, 2 and 3 shall not apply to any transparent, colorless material encasing cigarette packets or cartons and paper box enclosing cigarette packets or cartons which can be seen through to clearly see warning labels with graphic images and messages about the harmful effects of cigarette and the Quitline number on cigarette packets or cartons and paper boxes enclosing cigarette packets or cartons.

With regard to printing of warning labels with graphic images and messages about the harmful effects of cigarette and the Quitline number, cigarette product manufacturers or importers shall be required to print warning labels taken from design templates which can be obtained only from the Department of Disease Control, Ministry of Public Health or at the website <https://ddc.moph.go.th> of the Department of Disease Control through the internet network. The color intensity and weight, font size and letter position, and warning graphic images and messages as well as the resolution must conform to the label design templates annexed hereto.

Article 8: Cigarette product manufacturers and importers shall be required to print warning labels with graphic images and messages about the harmful effects of cigarette and the Quitline number as prescribed in Article 7 on cigarette packets or cartons. The display area must not be less than 85% of the side with the largest surface area on both sides, and it must be positioned adjacent to the uppermost left edge of cigarette packet or carton as follows:

- (1) In case the side of cigarette packet or carton where the largest surface area occupies an area around 42-50 sq cm, a warning label with graphic images and messages about the harmful effects of cigarette and the Quitline number must be printed according to the size specified in Article 7 paragraph 3.
- (2) In case the side of cigarette packet or carton where the largest surface area occupies an area smaller or larger than 42-50 sq cm, a warning label with graphic images and messages about the harmful effects of cigarette and the

Quitline number specified in Article 7 paragraph 3 may be reduced or enlarged proportionally with the width and length of such label as deemed appropriate.

Article 9: If a warning label with graphic images and messages about the harmful effects of cigarette and the Quitline number cannot be printed according to Article 7, it may be reduced or enlarged as deemed appropriate, but the proportion of the width and length as well as the resolution of warning label with graphic images and messages about the harmful effects of cigarette and the Quitline number must not be distorted.

If it is not possible to achieve size reduction or enlargement to retain the proportion of the width and length as well as the resolution or size reduction or enlargement causes the area of warning label with graphic images and messages about the harmful effects of cigarette and the Quitline number to become less than 85% of the side with the largest surface area of cigarette packet or carton, an area adjacent to the uppermost edge of cigarette packet or carton with a dark greenish brown color with matt finish (Pantone Opaque Couche – Pantone 448 C) must be used, thereby ensuring that the warning label with graphic images and messages about the harmful effects of cigarette and the Quitline number is not less than 85% of the side with the largest surface area of cigarette packet or carton.

Article 10: Cigarette product manufacturers or importers shall be required to print warning labels with graphic images and messages about the harmful effects of cigarette and the Quitline number as prescribed in Article 7 on paper boxes enclosing cigarette packets or cartons as follows:

- (1) In case the side with the largest surface area of paper box enclosing cigarette packets or cartons occupies an area ranging from 235-240 sq cm, the size of warning label with graphic images and messages about the harmful effects of cigarette and the Quitline number must be equal to that on cigarette packet or carton. They must be arranged adjacent to the uppermost edge of the side with the largest surface area on both sides, and each side displays five designs. Moreover, ten warning label designs containing graphic images and messages about the harmful effects of cigarette and the Quitline number must be printed alternately.
- (2) In case the side with the largest surface area of paper box enclosing cigarette packets or cartons occupies an area smaller or larger than 235-240 sq cm., the size of warning label with graphic images and messages about the harmful effects of cigarette and the Quitline number must be equal to that on cigarette packet or carton. The number of designs must match the quantity of cigarette packets or cartons packed in paper box enclosing cigarette packets or cartons. They must be placed side by side adjacent to the uppermost left edge of paper box enclosing cigarette packets or cartons.

In case it is not possible to print a warning label with graphic images and messages about the harmful effects of cigarette and the Quitline number on the side with the largest surface area of paper box enclosing cigarette packets or cartons, warning labels with graphic images and messages about the

harmful effects of cigarette and the Quitline number must be printed on a remaining area that matches the quantity of cigarette packets or cartons packed in the paper box enclosing cigarette packets or cartons.

Article 11: Cigarette product manufacturers or importers shall arrange to have the number of warning label designs containing graphic images and messages about the harmful effects of cigarette and the Quitline number as prescribed in Article 7 as follows:

- (1) If paper box enclosing cigarette packets or cartons has a packing size of 10 cigarette packets or cartons, there must be ten warning label designs containing graphic images and messages about the harmful effects of cigarette and the Quitline number.
- (2) If paper box enclosing cigarette packets or cartons has a packing size of more than 10 cigarette packets or cartons, ten warning label designs graphic images and messages about the harmful effects of cigarette and the Quitline number may be used repetitively.
- (3) If paper box enclosing cigarette packets or cartons has a packing size of less than 10 cigarette packets or cartons, distinctive warning label designs containing graphic images and messages about the harmful effects of cigarette and the Quitline number must be used.

**Article 12:** Cigarette products locally manufactured or imported into the kingdom must randomly display ten warning label designs with messages about the harmful effects and dangers of cigarette product use, whereby each warning label design with messages about the harmful effects and dangers of cigarette product use must be printed at a ratio of 5,000 cigarette packets or cartons per one design or 500 paper boxes enclosing cigarette packets or cartons per one design, whatever the case may be.

Among all ten warning label designs with messages about the harmful effects and dangers of tobacco product use, each design has two related messages as listed below:

- Design 1** A. Smoking increases the risk of tuberculosis.  
B. With tuberculosis, the chance of dying from smoking increases 3 times.
- Design 2** A. Smoking at home is hard to quit  
B. Smoking at home is linked to children's risk of addiction to cigarette.
- Design 3** A. Smoking causes cancer and painful death.  
B. Cigarette causes 20 types of cancer.
- Design 4** A. Nicotine in cigarettes is a toxic substance.  
B. Nicotine toxicity harms brain.
- Design 5** A. Smoking causes LDL cholesterol.  
B. Smoking causes atherosclerosis.
- Design 6** A. Selling cigarettes to kids harms young generation.  
B. 7 in 10 kids addicted to cigarette can't quit.
- Design 7** A. Every smoked cigarette harms lung.  
B. Smoking causes chronic pneumonitis.

Design 8 A. Smoking causes stroke.

B. Smoking causes heart attack.

Design 9 A. Smoking causes liver cancer.

B. Smoking causes colon cancer.

Design 10 A. With hypertension, smoking can lead to stroke soon.

B. With diabetes, smoking can lead to complications soon.

With regard to the printing of warning labels with messages about the harmful effects and dangers of tobacco product use, cigarette product manufacturers or importers shall print warning labels taken from design templates which can be obtained only from the Department of Disease Control, Ministry of Public Health or the website <https://ddc.moph.go.th> of the Department of Disease Control through the internet network. The color intensity and weight and font sizes and letter position must conform to the label design templates annexed hereto.

The provisions in paragraphs 1, 2 and 3 shall not apply to any transparent, colorless material encasing cigarette packets or cartons and paper box enclosing cigarette packets or cartons which can be seen through to clearly see warning labels with graphic images and messages about the harmful effects and dangers of tobacco product use on cigarette packets or cartons and paper boxes enclosing cigarette packets or cartons.

**Article 13:** Cigarette product manufacturers or importers shall be required to print warning labels with messages about the harmful effects and dangers of tobacco product use as prescribed in Article 12 on cigarette packets or cartons and paper boxes enclosing cigarette packets or cartons as follows:

- (1) One design must be printed on each cigarette packet or carton or each paper box enclosing cigarette packets or cartons, and each side must be printed with a distinctive message.
- (2) A message must be printed on a medium-sized area of cigarette packet or carton or paper box enclosing cigarette packets or cartons, where the side with the largest area ranges between 42-50 sq cm on both sides. Such area must not be less than 60% of each side, and it is required that Thai letters must be printed in black on a yellow background, approximately 2 x 5.2 cm. in size.
- (3) A message must be printed on a medium-sized area of cigarette packet or carton or paper box enclosing cigarette packets or cartons, where the side with the largest area ranges between 235-240 sq cm. and the side with the smallest area ranges between 117-120 sq cm. on both sides. Such area must not be less than 60% of each side, and it is required that Thai letters must be printed in black on a yellow background, approximately 4.5 x 16.2 cm. in size.

- (4) In case the size of cigarette packet or carton is smaller or larger than the size specified in (2) or in case the size of paper box enclosing cigarette packets or cartons is smaller or larger than the size specified in (3), the size of warning label with messages about the harmful effects and dangers of tobacco product use must be reduced or increased proportionally with the width and height of cigarette packet or carton or paper box enclosing cigarette packets or cartons, whatever the case may be.

Article 14: Cigarette products locally manufactured or imported into the kingdom must display or print the information listed below (1)-(5) in the following format or characteristics: The entire text must be printed in Thai or English, using the normal “TH SarabunPSK” font throughout. On cigarette packet or carton, the font size must not exceed 6 points. On paper box enclosing cigarette packets or cartons, the font size must not exceed 12 points. Font color must be light grey color (Pantone Cool Grey 2 C), and the text must be printed on a dark greenish brown background with matt finish (Pantone Opaque Couche – Pantone 448 C) aside from the area designated for warning labels with graphic images and messages about the harmful effects of cigarette and the Quitline number or messages about the harmful effects and dangers of tobacco product use, whatever the case may be.

- (1) Production day/month/year is shown in Arabic numerals, whereby production year is expressed in Buddhist Era. Production date is shown on either side with a medium-sized area of cigarette packet or carton or paper box enclosing cigarette packets or cartons.
- (2) Source of cigarette product indicates whether the product is manufactured in the kingdom or other country. This information is shown on either side with the largest area adjacent to the lower edge of cigarette packet and carton or paper box enclosing cigarette packets or cartons.
- (3) Packing size of cigarette product “(number of cigarettes in Arabic numerals) sticks ” is shown on either side with a medium-sized area of cigarette packet or carton and paper box enclosing cigarette packets or cartons.
- (4) Type of tobacco product “บุหรี่ซิการ์เรต” (cigarette) is shown on either side with a medium-sized area of cigarette packet or carton or paper box enclosing cigarette packets or cartons.
- (5) In case a text must be displayed in compliance with a local law of manufacturing country of cigarette products, such text may be shown on either side with a medium-sized area of cigarette packet or carton or paper box enclosing cigarette packets or cartons. However, such text must not violate or breach the tobacco control law of Thailand.

Article 15: Cigarette packet or carton and paper box enclosing cigarette packets or cartons must not have the following characteristics:

- (1) Produce any aroma, taste, light or sound.
- (2) Have any other barcode, QR code or any other symbol or code, except a barcode used for payment or displaying inventory information.
- (3) Cause any changes to packaging, image, letter, text or color in response to changing environment, such as temperature and time period, as well as any other changes of similar nature.

- Article 16: This notification shall not apply to cigarette products locally manufactured or imported into the kingdom under the following circumstances:
- (1) Cigarette products locally manufactured or imported for sale outside the kingdom or use as a sample used in any testing, analysis or research. In this case, clear evidence of production or importation for such purposes must be presented.
  - (2) Cigarette products brought into the kingdom by a traveler for his or her own use. In this case, a request for permission from an excise department officer under the excise tax law is not required.
- Article 17: Cigarette products manufactured in the kingdom prior to the effective date of this notification shall be exempted from complying with this notification but not more than 90 days from the effective date hereof.
- Cigarette products imported into the kingdom prior to the effective date of this notification shall be exempted from complying with this notification but not more than 90 days from the effective date hereof.
- Article 18: In case there are any issues related to compliance with or implementation under this notification, the National Tobacco Control Committee shall be the final arbiter.

Announced on 17 June 2021

Anuthin Charnvirakul

Minister of Public Health

**Design templates annexed to the Notification of the Ministry of Public Health  
Re: Criteria, Methods and Conditions on Tobacco Product  
and Cigarette Packaging B.E. 2564 (2021)**



Design 1  
Cigarette kills 1 in 2 smokers  
who don't quit



Design 2  
Cigarette damages heart



Design 3  
Smoking during pregnancy  
causes babies to be born with  
cleft lip



Design 4  
Smoking causes cancer



Design 5  
Smoking harms sperm



Design 6  
Smoking increases the risk  
of tuberculosis



Design 7  
Smoking causes lung cancer



Design 7  
Smoking burns lung



Design 8  
Smoking hemorrhagic stroke  
and paralysis



Design 10  
Oral cancer is caused by  
smoking

**Design templates annexed to the Notification of the Ministry of Public Health  
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Design 1A

สูบแล้วยิ่งเสี่ยง  
เป็นวัณโรค

Smoking increases the risk of tuberculosis.

Design 1B

เป็นวัณโรค  
แล้วสูบบุหรี่เพิ่ม 3 เท่า

With tuberculosis, dying from smoking increases 3 times.

Design 2A

สูบในบ้าน  
เลิกยาก

Smoking at home is hard to quit.

Design 2B

สูบในบ้าน  
ลูกเสี่ยงติดบุหรี่

Smoking at home is linked to children's risk of addiction to cigarette.

Design 3A

สูบแล้วเป็นมะเร็ง  
ตายทรมาน

Smoking causes cancer and painful death.

Design 3B

บุหรี่ทำให้เป็น  
มะเร็ง 20 ชนิด

Cigarette causes 20 types of cancer.

Design 4A

นิโคตินในบุหรี่  
เป็นสารพิษ

Nicotine in cigarettes is a toxic substance.

Design 4B

นิโคตินเป็นพิษ  
ทำร้ายสมอง

Nicotine toxicity harms brain.

Design 5A

สูบแล้ว  
ไขมันไม่ดีเพิ่มขึ้น

Smoking causes LDL cholesterol.

Design 5B

สูบแล้ว  
หลอดเลือดเสื่อม

Smoking causes atherosclerosis.

Design 6A

ขายบุหรี่แก่เด็ก  
ทำร้ายลูกหลาน

Selling cigarettes to kids harms young generation.

Design 6B

7 ใน 10 ของเด็ก  
ที่ติดบุหรี่เลิกไม่ได้

7 in 10 kids addicted to cigarette can't quit

Design 7A

ทุกมวนที่สูบ  
ทำร้ายปอด

Every smoked cigarette harms lung.

Design 7B

สูบแล้ว  
ปอดอักเสบเรื้อรัง

Smoking causes chronic pneumonitis.

Design 8A

สูบแล้ว  
เส้นเลือดอุดตัน

Smoking causes stroke.

Design 8B

สูบแล้ว  
หัวใจวาย

Smoking causes heart attack.

Design 9A

สูบแล้วเป็น  
มะเร็งตับ

Smoking causes liver cancer.

Design 9B

สูบแล้วเป็น  
มะเร็งลำไส้ใหญ่

Smoking causes colon cancer.

Design 10A

ความดันสูงแล้วสูบ  
เป็นอัมพาตเร็ว

With hypertension, smoking can lead to stroke soon.

Design 10B

เป็นเบาหวานแล้ว  
สูบบุหรี่แทรกมาเร็ว

With diabetes, smoking can lead to complications soon.