

## **Rules on Cigarette Package Labeling in the Jurisdiction of the People's Republic of China (2015 version)**

The Rules are formulated according to the relevant provisions and requirements of the World Health Organization Framework Convention on Tobacco Control as well as the Law of the People's Republic of China on Product Quality and the Law of the People's Republic of China on Tobacco Monopoly.

**Article 1** The Rules shall apply to the packages and labels of cartons and packs of all cigarettes manufactured in the jurisdiction of China that not intended for export as well as all imported cigarettes from abroad.

**Article 2** Warnings on cigarette packages shall be printed in standard Chinese characters of the People's Republic of China. There are three groups of warning messages:

First group: 吸烟有害健康 请勿在禁烟场所吸烟 [Smoking is harmful to your health; please don't smoke in smoke-free places]

Second group: 尽早戒烟有益健康 戒烟可减少对健康的危害 [Quitting smoking early is good for your health; quitting can reduce the harm to your health]

Third group: 劝阻青少年吸烟 禁止中小学生吸烟 [Dissuade youth from smoking; prohibit primary and secondary school students from smoking]

**Article 3** The first group of warning shall be used in the warning area on the front side of cigarette packages. The second and third group of warnings shall be rotated in the warning area on the back side of cigarette packages; cartons and packs of cigarettes of the same brand, specification, package and barcode in market circulation shall rotate, or use simultaneously, these two groups of different

health warning labels every year, health warnings on the carton and packs are not required to be identical.

**Article 4** The health warning area shall be located on the front and back sides of the cigarette carton and pack packages, and covers no less than 35% area of the side it located, and its background color can adopt the single background color of the original trademark.

**Article 5** On cigarette packs, health warning area shall be located at the bottom or on the right hand of the side it is on; and on cigarette cartons, health warning area shall be located on the right hand or at the bottom of the side it is on.

**Article 6** In the warning area on the front side of the cigarette packages, "Reminder from our company" shall be noted on the top of the warning text.

**Article 7** Text in the warning area shall be clear, legible and visible, and easy to identify, and shall adopt Heiti font [黑体字]. Warning text on cigarette cartons and packs shall be no less than 7.0mm and 4.5mm in height respectively. "Reminder from our company" on cigarette cartons and packs shall be no less than 6.5mm and 4.0mm in height respectively. The value of color difference between warning text and its background shall be no less than 40 ( $\Delta E_{ab} \geq 40$ ). 。

**Article 8** Cigarette packages shall note information on smoke content and emissions, such as levels of tar, nicotine and carbon monoxide according to requirements of national standards, and the font of Chinese characters shall be no less than 2.0mm in height.

**Article 9** It is prohibited to use misleading language on cigarette packages and attached descriptions, such as terms that describe the efficacy of cigarette ingredients including "health-promoting", "curative effect", "safe", "environmental", "low-harm"; terms that describe cigarette quality including "light", "ultra-light" and

"mild"; and other descriptions including "low to middle tar level", "low tar" and "low tar level".

**Article 10** Other labels on cigarette carton and pack packages should also comply with relevant requirements of national standards.

**Article 11** The Rules shall become effective from October 1, 2016, and are subject to interpretation of the State Tobacco Monopoly Administration and General Administration of Quality Supervision, Inspection and Quarantine. The previous Rules on Cigarette Package Labeling in the Jurisdiction of the People's Republic of China (Guoyanke [2007] No. 511) shall be repealed simultaneously.