

REGULATION

on Picture and Text Warnings on Tobacco and Measurements of the Maximum Harmful Tobacco Substances

CHAPTER I General provisions

Art. 1

Tobacco may only be made available for sale or distribution in Iceland if a warning appears on the packaging regarding the harmfulness of the product, in accordance with the provisions of this Regulation. In accordance with Art. 6, a cigarette packet shall be specifically labelled with information on tar, nicotine and carbon monoxide content.

Art. 2

Definitions

For the purposes of this Regulation, the following words shall mean:

1. *Tobacco/Tobacco product*: A product made fully or partly from tobacco plants, such as cigarettes, cigars, smoking tobacco (pipe tobacco), snuff and oral tobacco.
2. *Smokeless tobacco*: A tobacco product which is not intended for smoking.
3. *Tar*: Raw, anhydrous, nicotine-free condensate of tobacco smoke.
4. *Nicotine*: Nicotinic alkaloids.
5. *Carbon monoxide*: CO.
6. *Ingredients*: All substances or constituents, except for tobacco leaf and other natural or unprocessed tobacco plant parts which are used in the manufacture or preparation of tobacco products and are still present in the finished product, even if in altered form, including paper, filters, inks and adhesives.

CHAPTER II

Picture and text warnings of the harmfulness of tobacco and information on harmful tobacco substances

Art. 3

Every package of a tobacco product, with the exception of smokeless tobacco, must bear the following warnings in accordance with the appendix:

a. One of the following general warnings:

1. Smoking kills.
2. Smoking is very harmful to you and those who are close to you.

These warnings shall be used alternately and so that they appear regularly.

The warning shall be printed on the surface of each unit package which is most visible and on all external packaging, with the exception of transparent packaging, which is used for its retail sale.

b. A warning text which accompanies each warning picture in accordance with the appendix:

1. Those who smoke die before their time.
2. Smoking clogs the arteries and causes heart attacks and strokes.
3. Smoking causes terminal lung cancer.
4. Smoking while pregnant harms your child.
5. Protect children – do not let them inhale smoke.
6. Your doctor or pharmacist can help you quit smoking.
7. Smoking is highly addictive, do not start smoking.
8. If you quit smoking your risk of terminal heart and lung disease decreases.
9. Smoking can cause a slow and painful death.
10. Get help with quitting: Tel. 800 6030.
11. Smoking can inhibit circulation and cause impotence.
12. Smoking speeds up ageing of the skin.
13. Smoking can harm sperm and reduce fertility.
14. Tobacco smoke contains benzene, nitrosamine, formaldehyde and cyanide.

These warnings shall be used by turns, thereby ensuring that they appear regularly. The warning shall be printed on the surface of each unit package which is most visible so that the design and proportions of the source document and the visual combination of picture and text is maintained. The warning shall also be on all external packaging, with the exception of transparent packaging, which is used for retail sale of the product.

c. Information on the assistance offered to those persons wishing to stop smoking in accordance with the appendix:

1. Get help with quitting from www.reyklaus.is.
2. Get help with quitting, call 800 6030.
3. Get help with quitting, call 800 6030 or on www.reyklaus.is.

Art. 4

Smokeless tobacco shall bear the following warning: “This tobacco product can damage your health and is addictive.”

This warning shall be printed on the surface of each unit package which is most visible, such as the container lid, and on all external packaging, with the exception of transparent packaging, which is used for retail sale of the product.

Art. 5

The general warning provided for in subparagraph a of Art. 3 and warning on smokeless tobacco provided for in Art. 4 shall cover at least 30% of the area of the surface of each unit package on which it is printed.

The picture and text warning provided for in subparagraph b of Art. 3 shall cover at least 40% of the area of the surface of the unit package on which it is printed without the 3-4 mm black frame which surrounds the picture area.

In the case of packages containing products other than cigarettes, and where the most visible surface of the packaging is larger than 75 cm², the picture and text warnings provided for in Art. 3 shall cover at least 22.5 cm² of each surface.

Art. 6

Information on how many milligrams of tar, nicotine and CO each cigarette yields, cf. Art. 12, shall be printed in Icelandic on one side of the cigarette package and cover at least 10% of the side surface.

Art. 7

Warnings as provided for in subparagraph a of Art. 3 and Art. 4 and information on contents, as provided for in Art. 6 shall:

- a. be printed in black Helvetica boldface on a white background. The font size shall be selected for each text so that it fills as large a portion as possible of the surface intended for it, as provided for in the first paragraph of Art. 5 and Art. 6, having regard for the demands of the language;
- b. be printed in lower case, except for the initial letter of the text or where orthographical rules instruct otherwise;
- c. be centred on the surface on which the text is to be printed, parallel to the top edge of the package;
- d. for products other than those referred to in Art. 4, surrounded by a black border which shall be at least 3 mm and at most 4 mm wide and shall not interfere in any way with the warning text or information. The border is not included in the minimum area to be covered by the warnings and information on contents as provided for in the first and third paragraphs of Art. 5 and Art. 6.

The picture and text warnings provided for in subparagraph b of Art. 3 shall:

- a. be used by turns to ensure the regular appearance of all the additional warnings;
- b. be printed on the the other surface of the tobacco package which is most visible so that the design and proportions of the source document and the overall visual combination of picture and text is maintained, as provided for in the second and third paragraphs of Art. 5, having regard for the demands of the language;
- c. cover the entire area intended for the additional warning, be parallel to the top edge of the package and with the same orientation as other information on the package;
- d. be published in accordance with EU technical specifications for printing;
- e. be surrounded by a black border which is at least 3 mm wide and not wider than 4 mm and which in no way interferes with the textual or pictorial portion of the picture and text warning.

The picture and text warnings provided for in subparagraph b of Art. 3 must be in accordance with the technical specifications for printing provided by the EU, which are as follows:

- a. The picture and text warnings shall be placed on packages without any changes to their substance, i.e. proportions and colour as in the original Commission documents.
- b. The picture and text warnings are intended as a visual entirety which may not be altered.

- c. The picture and text warnings shall be printed in four colours /-CMYK-/ and shall cover a minimum of 133 lines on 2.54 cm.

The text warnings provided for in subparagraph c of Art. 3 shall:

- a. be printed within a warning frame, cf. subparagraph e of the second paragraph.

Art. 8

The texts provided for in Art. 3, 4 and 6 may not be printed on the tax stamps of the packages.

The texts shall be irremovably printed, indelible and may not be hidden, obscured or interrupted by other written or pictorial matter or by the opening of the packet.

In the case of tobacco products other than cigarettes, the texts may be affixed by means of stickers, provided that such stickers are irremovable.

Art. 9

Each unit package of a tobacco product must be marked with a batch number or in similar manner to enable the place and time of manufacture to be determined.

Art. 10

It is completely unauthorised to have text, names, brands, pictures and illustrations or other symbols on tobacco product packaging suggesting that the product is less dangerous than other tobacco products.

CHAPTER III

Maximum amounts of harmful substances and measurements

Art. 11

Maximum amounts of harmful substances

Cigarettes marketed in Iceland may not yield more per cigarette than 10 mg of tar, 1 mg of nicotine and 10 mg of carbon monoxide.

Art. 12

Measurements, testing

The tar, nicotine and carbon monoxide yields of cigarettes, cf. Art. 6, shall be measured in accordance with ISO standards 4387 for tar, 10315 for nicotine and 8454 for carbon monoxide. The accuracy of the tar and nicotine indications on packets shall be verified in accordance with ISO standard 8243.

The Ministry of Welfare may demand that these tests be carried out or verified by testing laboratories which are approved by the Directorate of Health and which it monitors in consultation with the State Alcohol and Tobacco Company.

The Ministry may also, in consultation with the Directorate of Health, require tobacco manufacturers or importers to carry out various other tests to assess the yield of other substances produced by tobacco products on a brand-name-by-brand-name and type-by-type basis and in order to assess the effects of those other substances on health, taking into account, *inter alia*, their addictiveness. The Ministry may also, in consultation with the

Directorate of Health, require such tests to be carried out or verified by approved testing laboratories, cf. the second paragraph.

The results of tests as provided for in the third paragraph shall be sent annually to the Ministry of Welfare. The Ministry may, however, in consultation with the Directorate of Health, decide that a longer time may elapse between the publication of these results if the product specifications have not been changed. The Ministry must be informed of changes to product specifications.

The Ministry shall, in consultation with the Directorate of Health and the Tobacco Prevention Council, ensure the dissemination by appropriate means, of information provided in accordance with the fourth paragraph with the aim of informing consumers. Consideration shall be had, as appropriate, for all information which concerns trade secrets.

CHAPTER IV List of ingredients

Art. 13

Manufacturers and importers of tobacco products must provide the Directorate of Health each year with a list of all ingredients and quantities thereof used in the manufacture of these tobacco products by brand name and type. The list shall be accompanied by:

1. a statement setting out the reasons for the inclusion of the ingredients in question in these tobacco products;
2. an explanation of the function of the ingredients and their category;
3. toxicological data available to the manufacturer or importer regarding these ingredients in burnt or unburnt form as appropriate, referring in particular to their effects on health and taking into account, *inter alia*, any addictive effects. In this list the ingredients shall be arranged by descending weight in the product.

The Directorate of Health shall ensure the dissemination by appropriate means of the information provided in accordance with this Article, with the aim of informing consumers. Due regard shall nonetheless be had for protection of any information on special production methods which constitute trade secrets.

The Directorate of Health shall ensure that the public has access to the list of ingredients in each product, indicating, for instance, how much tar, nicotine and carbon monoxide each yields.

The Directorate of Health shall each year send the Ministry of Welfare all data and information submitted pursuant to this Article.

CHAPTER V Cost, penalties, entry into force etc.

Art. 14

Cost

Tobacco manufacturers shall bear the costs of labelling as provided for in Articles 3-9, of measurements and testing as provided for in Art. 12 and the list of ingredients provided for in Art. 13.

Art. 15.
Penalties

With regard to violations of this Regulation, Chapter VI of the Tobacco Control Act, No. 6/2002, shall apply.

Art. 16.
Entry into force, etc.

The provisions of Articles 1-13 of this Regulation accord with Directive 2001/37/EC, on the approximation of the laws, regulations and administrative provisions of the Member States concerning the manufacture, presentation and sale of tobacco products, and Commission Decision 2003/641/EC, on the use of colour photographs or other illustrations as health warnings on tobacco packages.

The Regulation is adopted on the basis of Art. 6 and Art. 8 of the Tobacco Control Act, No. 6/2002, as subsequently amended, and shall enter into force immediately. At the same time Reg. No. 236/2003, on Warnings on Tobacco and Measurements and Maximum Amounts of Harmful Tobacco Substances, shall be repealed.

Temporary Provision

Cigarettes labelled in accordance with Reg. No. 236/2003, on Warnings on Tobacco and Measurements and Maximum Amounts of Harmful Tobacco Substances, may be imported into Iceland up until 31 December 2012 and may be on sale up until 31 July 2013.

Other tobacco products labelled in accordance with the same Regulation may be on sale up until 31 December 2013.

Ministry of Welfare, 11 July 2011

Guðbjartur Hannesson

Margrét Björnsdóttir

Appendix

Font and size

Letur: Helvetica Neue Condensed Bold

Meðfylgjandi rammar miðast við pakkastærð þar sem fram- og bakhlið er 54 x 88 mm. Hliðarflötur er 21 x 88 mm.

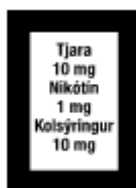
Font: Helvetica Neue Condensed Bold

The accompanying borders are based on a package size where the front and back surfaces are 45 x 88 mm. The side surfaces are 21 x 88 mm.

Front



Side



Back



**Þeir sem reykja deyja um
aldur fram**
Fáðu hjálp við að hætta að reykja á reyklaus.is

**Reykingar stífla slagæðar
og valda kransæðastíflu og
heilablóðfalli**
Fáðu hjálp við að hætta að reykja í síma 800 6030

Back continuation



**Verndaðu börnin: láttu þau ekki
anda að sér tóbaksreyk**
Fáðu hjálp við að hætta að reykja á reyklaus.is

Þú getur hætt
Við getum aðstoðað

Fáðu hjálp í síma **800 6030**
eða á reyklaus.is



**Reykingar valda banvænu
krabbameini í lungum**
Fáðu hjálp við að hætta að reykja á reyklaus.is



**Reykingar á meðgöngu skaða
barnið þitt**
Fáðu hjálp við að hætta að reykja í síma **800 6030**



**Reykingar eru mjög ávana-
bindandi, byrjaðu ekki að reykja**
Fáðu hjálp við að hætta að reykja á reyklaus.is

**Ef þú hættir
að reykja
dregur það
úr líkum á
banvænum
hjarta- og
lungna-
sjúkdómum**



Fáðu hjálp við að hætta að reykja í síma **800 6030**



Reykingar geta valdið hægfara og kvalafullum dauða
Fáðu hjálp við að hætta að reykja í síma 800 6030



Fáðu hjálp við að hætta að reykja. Sími 800 60 30
Fáðu hjálp við að hætta að reykja á reyklaus.is



Reykingar flýta fyrir öldrun húðarinnar
Fáðu hjálp við að hætta að reykja á reyklaus.is



Tóbaksreykur inniheldur bensen, nitrósamín, formaldehýð og blásýru
Fáðu hjálp við að hætta að reykja í síma 800 6030



Reykingar geta skaðað sæði og dregið úr frjósemi
Fáðu hjálp við að hætta að reykja í síma 800 6030 eða á reyklaus.is



Reykingar geta dregið úr blóðflæði og valda getuleysi
Fáðu hjálp við að hætta að reykja í síma 800 6030