

## National Tobacco Control Headquarters

### In the Name of God

Executive Agenda: Affixing health warnings on cigarette packages and tobacco products

(Paragraph “j” [Persian letter “jim”] article 2 and article 5 of the comprehensive law for the control of and national struggle against tobacco products)

#### Introduction:

Based on paragraph “j” [Persian letter “jim”], article 2 and article 5 of the comprehensive law on the control of and national struggle against tobacco products, the executive agenda for affixing health warnings on cigarette and other tobacco product packages, made domestically or imported, are determined as hereunder explained.

#### Type and place of inserting the warning

Article 1: Warnings must be printed as both graphics and in writing on the front and back surfaces of the cigarette package, or on all the main surfaces of the cigarette package, or other tobacco product packaging, and there must be certainty that the warnings and health messages will be clearly noticeable.

Article 2: Warnings must be inserted on the upper portion of the surfaces of the cigarette packaging in order to be more visible.

Article 3: Warnings must be inserted in such a way that opening the package will not prevent the graphic or written warnings from being seen.

#### Size of font

Article 4: Warnings must cover at least 50% of each surface of cigarette or tobacco product packaging. The lettering used must be large and bold. The color and font used must be of an appearance to maximize clarity and be eye-catching.

#### Color

Article 5: Graphic warnings must not be black and white; rather they must be four-color graphics. Where writing appears in the graphic, the color of the writing must contrast with the color of the graphic and the background in order to increase the clarity and eye-catchingness.

Article 6: The background color of the cigarette packaging or other tobacco product packaging must be light and of a type so as not to reduce the effect and visibility of the graphic health warnings used on the mentioned packages.

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### Rotating warnings

Article 7: Warnings printed on the cigarette and other tobacco product packages must be modified once every two years. A six-month space for bringing the new warnings to market and selling off the old packages has been included. During this time, both types of tobacco product packaging bearing old and new warnings will be in the market.

Article 8: The choice of the type of graphic warning for insertion on the different brands of cigarettes and other tobacco products will be carried out with the confirmation and supervision of the Headquarters.

### Message content

Article 9: Messages must be chosen in a way to affect different social groups. Using different and various messages can increase their effect. Messages may include the following:

- A. Using tobacco products causes health problems
- B. Quitting the use of tobacco products is recommended
- C. Tobacco use is addictive
- D. Using tobacco products causes economic, social, and environmental problems
- E. Second hand smoke causes breathing problems for non-smokers

### Language

Article 10: Warning text must be in the Persian language

### Time for printing graphic warnings

Article 11: The Ministry of Industry and Mines (Iran Tobacco Products Company) is obliged, six months after the official announcement of this agenda, to print the warnings and health messages approved by the National Headquarters for the Control of and Struggle Against Tobacco Products on cigarette packages and other tobacco product packaging, both made domestically and imported.

### Offering of tobacco products

Article 12: Six months after the official announcement of the warnings and health messages to the Ministry of Industry and Mines (Iran Tobacco Products Company), the production and importation of any type of tobacco product without illustrated messages will be considered illegal. The timing of total prohibition of the sale and offering of tobacco products without illustrated messages will be announced by the Headquarters.

Article 13: This agenda with 13 articles, based on paragraph “j” [Persian letter “jim”], article 2 and article 5 of the comprehensive law for the control of and national struggle against tobacco products, was drawn up and approved in the meeting of 28/1/1387 [April 16, 2008] of the National Headquarters for the Control of and Struggle Against Tobacco Products.

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The use of tobacco products causes irreparable damage to the tissue of the eye, the central visual nerve, and ultimately, blindness.



Using cigarettes is one of the main causes of mouth and lip cancer. This type of cancer creates problems in chewing and swallowing.

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Using tobacco products causes serious damage to the mucosa of the mouth and tongue and ultimately tongue cancer



People who use cigarettes are twice as likely as non-smokers to be vulnerable to contracting different types of skin cancers



Contact with second-hand cigarette smoke, water pipe smoke, and other tobacco products used by parents and nearby people creates and aggravates respiratory diseases, asthma and middle-ear infections

Judge for Yourself

Death

Life



Buerger's disease caused by smoking

Gum cancer caused by smoking