

On Approval of the Regulations on the Placement on a Pack of Tobacco Products, Tobacco Product Packaging of Information on the Composition, on the Content Level of Tars, Nicotine and Systemic Poisons, Carcinogenic and Mutagenic Substances and Warnings about the Danger of Smoking

In accordance with subparagraph 8) of paragraph 2 and subparagraph 3) of paragraph 13 of article 159 of the Code of the Republic of Kazakhstan of September 18, 2009 “On the Health of the Nation and the Healthcare System” the Government of the Republic of Kazakhstan **RESOLVES:**

1. To approve the attached:

1) Regulations on the placement on a pack of tobacco products, tobacco product packaging of information on the composition, on the content level of tars, nicotine and systemic poisons, carcinogenic and mutagenic substances (hereinafter – the Regulations);

2) Warnings on the danger of smoking, placed on the pack of tobacco products, tobacco product packaging (hereinafter – Warnings).

2. This resolution shall come into force ten calendar days after the first official publication, with the exception of paragraphs 4, 6 of the Regulations and paragraphs 2, 5 of the Warnings, which shall come into force eighteen months from the date of the entry into force of this resolution.

**Prime Minister of the
Republic of Kazakhstan**

K. Masimov

Approved
by Resolution of the Government
of the Republic of Kazakhstan
dated « » 2011
No.

Regulations
on the Placement on a Pack of Tobacco Products, Tobacco Product Packaging
of Information on the Composition, on the Content Level of Tars, Nicotine
and Systemic Poisons, Carcinogenic and Mutagenic Substances

1. General provisions

1. These Regulations define the procedure for placement on a pack of tobacco products, tobacco product packaging of information on the content level of tars and nicotine, on systemic poisons, carcinogenic and mutagenic substances (hereinafter – Regulations).

2. These Regulations shall be binding on physical persons and legal entities engaged in activities for the import, production, wholesale and retail sale of tobacco and tobacco products.

2. Procedure for the Placement on a Pack of Tobacco Products, Tobacco
Product Packaging of Information on the Composition, on the Content Level
of Tars, Nicotine and Systemic Poisons,
Carcinogenic and Mutagenic Substances

3. Information on the content level of tars and nicotine shall be placed on the pack of tobacco products, tobacco product packaging and shall occupy at least 4% (four percent) of the area of one of the side surfaces of the pack, tobacco product packaging.

4. Information on content of at least three harmful compounds shall include information on:

1) systemic poisons: arsenic, mercury, acetone, prussic acid, ammonia, phenol;

2) carcinogenic substances: polonium-210, benzene, formaldehyde, benzpyrene, cadmium, acrylic aldehyde;

3) mutagenic substances: acetaldehyde, toluene, lead, acrylonitrile, carbon monoxide, 3-amino-biphenyls.

5. Information on the content of at least three harmful compounds – systemic poisons, carcinogenic and mutagenic substances shall be placed on the pack and tobacco product packaging in the form of the label: “The smoke of tobacco products contains: formaldehyde, benzene and carbon monoxide” and

shall be located on the larger side of the pack of tobacco products, tobacco product packaging.

6. Information on eighteen types of systemic poisons, carcinogenic and mutagenic substances, which are listed in paragraph 4 of these Regulations:

1) shall be placed from left to right, parallel to the left edge of the pack of tobacco products, tobacco product packaging;

2) shall occupy at least 17% (seventeen percent) of the area of the left middle side surface;

3) shall be placed on an approximately equal number of packs of tobacco products, tobacco product packaging, manufactured on the territory of the Republic of Kazakhstan, as well as imported onto the territory of the Republic of Kazakhstan, during the calendar year.

7. The text of the label of the information must meet the following requirements:

1) be printed in the Kazakh and Russian languages;

2) the font should be – Helvetica kz;

3) indentation from the left margin should be – at least 2 mm;

4) the color should be contrasting to the main background of the pack;

5) it must not overlap other printed information or the excise stamp;

6) it must not be placed on the detachable part.

Approved
by Resolution of the Government
of the Republic of Kazakhstan
dated « » 2011
No.

**Warnings on the danger of smoking, placed on the pack of tobacco products,
tobacco product packaging**

1. The warning on the danger of smoking (hereinafter – Warning) placed on the pack of tobacco products, tobacco product packaging shall present information on the devastating consequences of tobacco consumption and exposure to tobacco smoke for the human body.

2. A full-color image, in the form of depiction of the devastating consequences of tobacco consumption and exposure to tobacco smoke for the human body, and its accompanying inscription should:

- 1) comply with the designs according to the appendix to this Warning;
- 2) be located on the top of each larger side of the pack of tobacco products;
- 3) be located on each larger side of the tobacco product packaging;
- 4) be placed on an approximately equal number of packs of tobacco products, tobacco product packaging, manufactured on the territory of the Republic of Kazakhstan, as well as imported onto the territory of the Republic of Kazakhstan, during the calendar year and be printed in high resolution (CMYK at least 300 dpi).

3. The warning should meet the following requirements:

- 1) it should occupy at least 40% (forty percent) of each larger side of the pack of tobacco products, tobacco product packaging;
- 2) it must not be printed on the transparent wrapping film or any other external wrapping material.

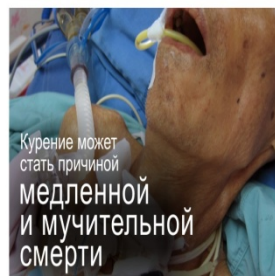
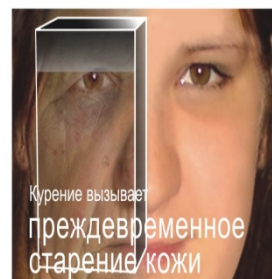
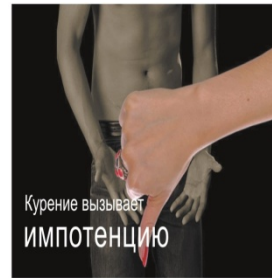
4. The warning labels shall be printed in two languages (on the front side – in Kazakh, on the back side – in Russian) and include the texts:

- 1) “Smoking causes heart attacks and strokes”;
- 2) “Smoking causes lung cancer”;
- 3) “Smoking causes emphysema”;
- 4) “Smoking causes vascular disease”;
- 5) “Smoking causes gum disease and tooth loss”;
- 6) “Smoking can cause a slow and painful death”;
- 7) “Smoking causes impotence”;
- 8) “Smoking causes premature aging of the skin”;
- 9) “Smoking causes infertility and miscarriages”;
- 10) “Smoking is addictive”;
- 11) “Smoking during pregnancy harms your baby”;
- 12) “Protect children from tobacco smoke.”

5. Texts of the labels should meet the following requirements:

- 1) font name – Arial kz and Arial of the respective language;
 - 2) direction – from left to right, parallel to the bottom edge of the pack and tobacco product packaging;
 - 3) color – white, spectrum No. 255.255.255.
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Appendix to the warning on the danger of smoking



Translation for the pictures above:

Smoking causes heart attacks and strokes.

Smoking causes lung cancer.

Smoking causes emphysema.

Smoking causes vascular diseases.

Smoking causes gum disease and tooth loss.

Smoking can cause a slow and painful death.

Smoking causes impotence.

Smoking causes premature aging of the skin.

Smoking causes infertility and miscarriages.

Smoking is addictive.

Smoking during pregnancy harms your baby.

Protect children from tobacco smoke.