

Rules and requirements for design of packets and packages of tobacco products with health warnings on the harmful effects of smoking

1. These Rules, based on article 11 of the Harmful Effects of Tobacco (Public Health Protection) Act and the WHO Framework Convention on Tobacco Control, establish standards for the design of packets and packaging of tobacco products and specify labelling requirements.

2. All packets and packaging of tobacco products marketed in the Kyrgyz Republic must be designed in accordance with article 11 of the Harmful Effects of Tobacco (Public Health Protection) Act and these Rules.

3. Every tobacco product packet or package shall contain a health warning in the official national language covering at least 40% of the principal display area of the front and back of the packet or package of the tobacco product.

The health warning should be separated from the trademark and other pictorals on the packet by a black border 3 millimetres thick. The border does not form part of the area reserved for the health warning (paragraph 7. Approximate position of health warnings on packets and packages of tobacco products).

The text and images (pictures and/or photographs) of the health warning in the Kyrgyz language shall be positioned on the lower section of the front of the packet or package of the tobacco product. A similar warning in the Russian language must be positioned on the lower section of the rear of the packet or package of the tobacco product.

The text of the health warning should be:

- Written clearly and legibly;
- Positioned on the display area of the packet or package in such a way that it is not damaged on opening;
- Positioned in such a way that it is not obscured, blurred, indistinguishable, easily effaced or interrupted by other words or pictures.
- Printed in such a way as to be non-removable, centred, parallel to the top edge of the packet, in black bold face Helvetica font (in Russian) and bold face Arial UniToktom (in Kyrgyz) against a white background, as per the diagram in paragraph 7.

The font size of the text of the health warning will depend on the dimensions of the tobacco product packet, but should be not less than 10pt., and for the packaging of a carton of tobacco products not less than 25 pt. The line spacing of the text of a health warning on a tobacco product packet should be 1.5 mm. The font size of the telephone number and address of the web site «www.help.kg» and the word «Helpline» should be 9 pt.

The trademark or other markings on the tobacco packet or package should under no circumstances merge with the above-mentioned border. The gap between the health warning (the text and pictures or the pictograms) and the black rectangular border must be at least 1 mm. The health warning should not be obscured, for example by an excise label or other markings or pictorals. The design of each health warning (the text and pictures or the pictogram) for each brand of

tobacco product must be approved by the competent health authority of the Kyrgyz Republic.

4. The following text should be displayed on one side of every packet or packaging of a tobacco product intended for domestic retail sale or wholesale:

- «Authorized for sale in the Kyrgyz Republic »;
- The name of the manufacturer or owner of the trademark or brand, with a mandatory reference to the country of manufacture of the tobacco product and its date of manufacture (Fig. 3).

Рисунок 3. Расположение информации на боковых поверхностях пачки сигарет.



[Figure 1. Position of information on the side of a cigarette packet]

5. The other side of every packet or package of a tobacco product should display information regarding the tar, nicotine and carbon monoxide content of one unit of the tobacco product (Fig.3). The information about the tar, nicotine and carbon monoxide content should be printed in the Kyrgyz and Russian languages in such a way that it covers at least 40% of the available space.

6. Packets or packages must not display terms such as «low tar», «light», «very light», «ultra-light», or «mild» that directly or indirectly create a false impression about the product's characteristics or health effects, or that suggest that a particular tobacco product is less harmful than others;

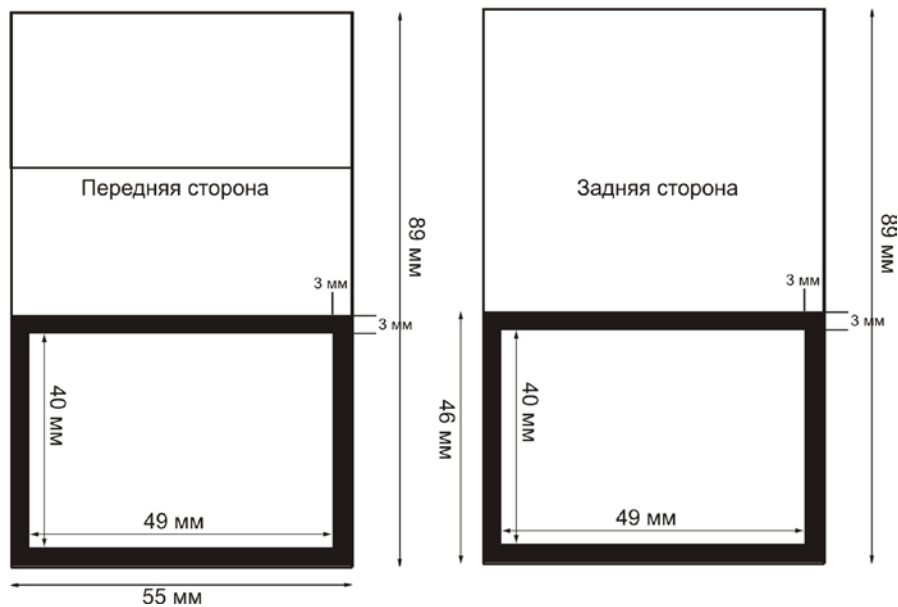
7. The dimensions and approximate positions of health warnings on a hard packet of filter-tipped cigarettes such as Marlboro, L&M, or Winston and on a package of filter-tipped cigarettes such as Marlboro, L&M, or Winston are shown below in Figure 1 and Figure 2 respectively (dimensions in mm). The area reserved for the health warning occupies 40% of the front and the back of the cigarette packet. The 3-mm-thick border is not included in the area reserved for the health warning.

The principal display area on a hard packet of filter-tipped cigarettes (such as Marlboro, Winston, L&M) is $89 \times 55 \text{ mm} = 4895 \text{ mm}^2$.

The required area for the health warning inside the frame constituting 40% of the principal display area on the front of the cigarette packet (excluding the 3 mm-border) is 1958 mm^2 , i.e. 40 mm vertically and 49 mm horizontally, covering the lower portion of the area. A similarly sized area shall be reserved for a health warning in the lower portion of the rear face of the cigarette packet.

The required area for the health warning, including the 3-mm border, therefore measures 46 mm vertically and 55 mm horizontally in the lower portion of the cigarette packet and covers 2530 mm^2 or 51.7% of the principal display area on both the front and the rear faces of the cigarette packet.

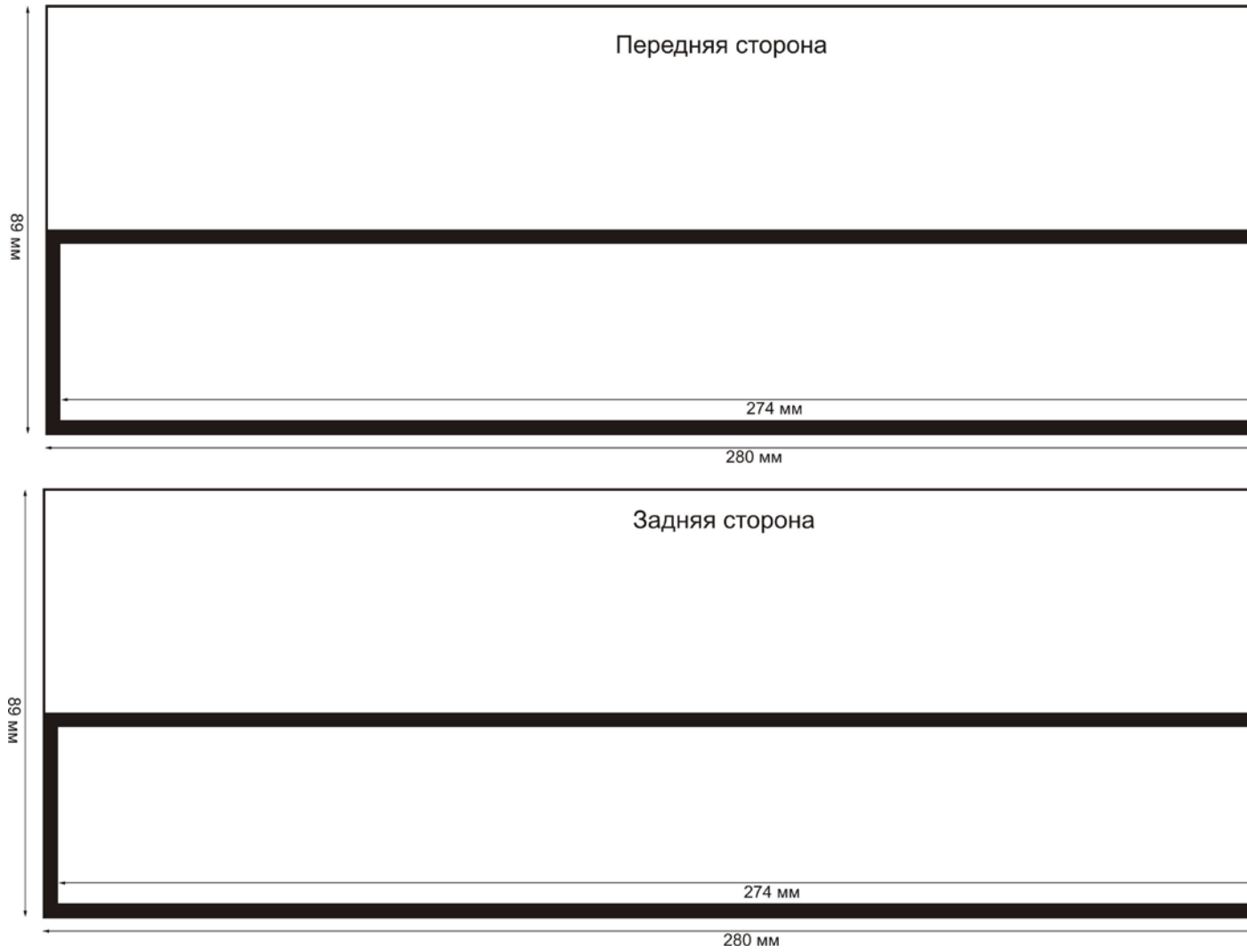
Diagram 1. Position of health warning on tobacco product packet (for example hard packet of filter-tipped cigarettes such as Marlboro, L&M or Winston)



[Front] [Back]

Recommended dimensions: $40 \times 49 = 1958 \text{ mm}^2$.

Diagram 2. Position of health warning on filter-tipped cigarette packet e.g.
Marlboro, L&M, Winston



[Front]

[Back]