

THE GOVERNMENT OF THE REPUBLIC OF THE UNION OF MYANMAR

Ministry Of Health

Proclamation No. 11/2016

Myanmar Year 1377, 6th of Tabodwe Month

(29th February 2016)

The Ministry of Health, in practice of its rights which are in accordance with the Restrictions on Cigarette and Tobacco Products Consumption Law Section 8 Sub-Section (e) and Section 19 Sub-Section (b), establishes the following Proclamation, with approval made in Government Meeting No. (4/2016) on 28th January 2016:

Section 1

Name and Effective Date

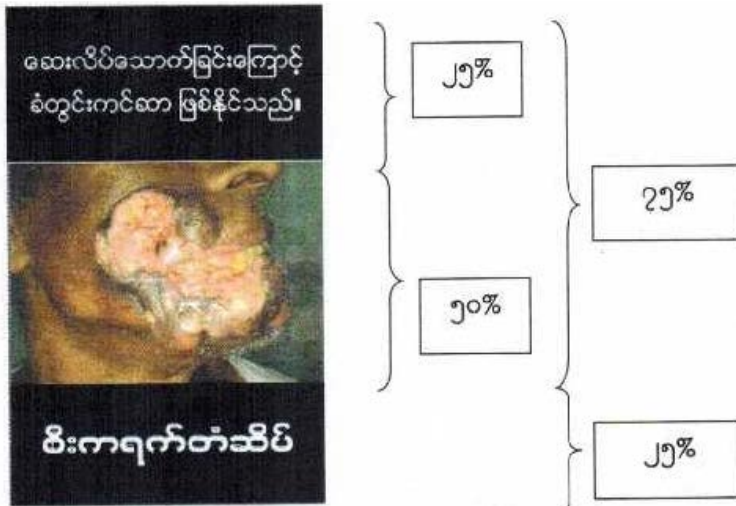
1. (a) This order will be hereinafter called the “Order of Printing Warning Images and Texts on the Packaging of Tobacco Products”.
- (b) This Order announcement will be effective within six months from the date of commencement of this Order.

Section 2

Warning Texts and Images to be printed on the packaging of Tobacco Products

2. The manufacturer of Cigarette and Tobacco Products shall print Warning Images and Texts on the packaging in accordance with the following conditions:
 - (a) On the packaging (each and every box and cotton package) of Cigarettes, there must be printing described as follows:
 - (1) On both the front and back sides of the package, there must be the text: “Smoking can cause you Mouth Cancer”, and on the top surface of the package, “Smoking can severely harm your health” must be printed, and on the left side surface of the package, the text “Cigarettes contain Nitrosamine, Benzopyrene and others which are the compounds that can cause cancer. Stop Smoking” must be printed and on the right side surface, the text “Nicotine, Tar and Carbon Monoxide contained in Cigarettes can cause heart and lung failure. Stop Smoking” must be printed. These texts must be in the Burmese language.

- (2) The font of the Warning Texts must be in W 02 art house.
- (3) The font size of the texts which are on the front and back sides must be 18.45 whereas the font size of the texts on the left and right sides of the package is 12.
- (4) The background, where white warning texts are written on it, must be black.
- (5) The color of the text must be Blue (C)=0%, Red (M)=0%, Yellow (Y)=0%, and Black (K)=0%, and the background color of the text and image must be Blue (C)=50%, Red (M)=50%, Yellow (Y)=50%, and black (K)=100%.
- (6) The warning image and text on the front and back sides of the cigarette packaging must be no less than 75% on the upper side and must be printed. In that 75%, the image must be 50% and the text must be 25% as follows.



[Text On Top Of The Warning Picture] - Smoking can cause you Mouth Cancer

[Text Below The Warning Picture] – Cigarette Brand

25%

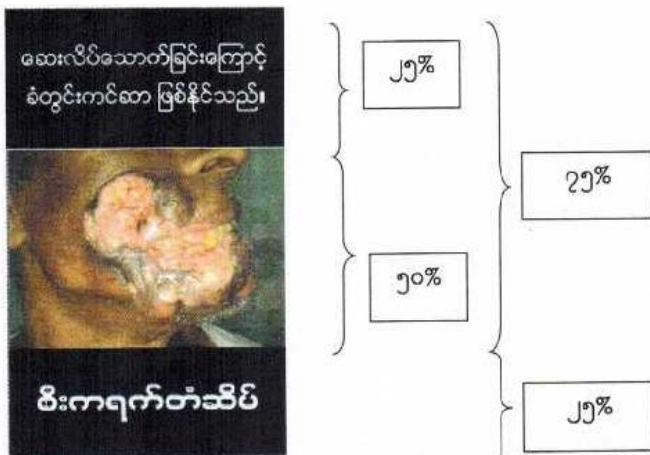
50%

75%

25%

- (7) The quality of the image must be the same as the quality of the image contained on the CD which will be sent to the Cigarette manufacturer by the Ministry of Health.

- (b) On the packaging of Cheroots and Cigars, the following must be printed:
 - (1) If the Cheroots and Cigars are packed in a square shape, on the front and back sides of the package, there must be printed the text: “Smoking can cause you Cancer. Stop Smoking”, and if they are packed in a circular shape, on both sides of the opposite surfaces, here must be printed the text that “Smoking can cause you Cancer. Stop Smoking”. These texts must be in the Burmese language.
 - (2) The font of the Warning Texts must be in W 02 art house.
 - (3) The font size of the texts must be 18.45.
 - (4) The background, where white warning text is written, must be black.
 - (5) The color of the text must be Blue (C)=0%, Red (M)=0%, Yellow (Y)=0%, and Black (K)=0%, and the background color of the text and image must be Blue (C)=50%, Red (M)=50%, Yellow (Y)=50%, and black (K)=100%.
 - (6) The warning image and text on the front and back sides of the cigarette package must be no less than 75% on the upper side and must be printed. In that 75%, the image must be 50% and the text must be 25% as follows.



[Text On Top Of The Warning Picture] - Smoking can cause you Mouth Cancer

[Text Below The Warning Picture] – Cigarette Brand

25%

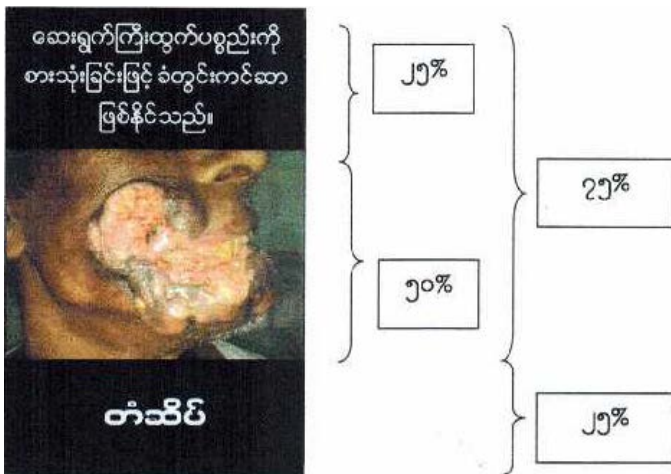
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75%

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- (7) The quality of the image must be the same as the quality of the image contained on the CD which will be sent to the Cigarette manufacturer by the Ministry of Health.

- (c) In the packaging of tobacco and steamed tobacco, the following must be printed on the package.
 - (1) No matter the form and shape of the tobacco and steamed tobacco’s package, on the upper side of the package, the text: “Consuming tobacco and tobacco-related products can lead to mouth Cancer” must be printed in Burmese language.
 - (2) The font of the Warning Texts must be in W 02 art house.
 - (3) The font size of the texts must be 18.45.
 - (4) The background, where white warning text is written, must be black.
 - (5) The color of the text must be Blue (C)=0%, Red (M)=0%, Yellow (Y)=0%, and Black (K)=0%, and the background color of the text and image must be Blue (C)=50%, Red (M)=50%, Yellow (Y)=50%, and black (K)=100%.
 - (6) The warning image and text on the front and back sides of the cigarette package must be no less than 75% on the upper side and must be printed. In that 75%, the image must be 50% and the text must be 25% as follows.



[Text On Top Of The Warning Picture] - Smoking can cause you Mouth Cancer

[Text Below The Warning Picture] – Cigarette Brand

25%

50%

75%

25%

- (7) The quality of the image must be the same as the quality of the image contained on the CD which will be sent to the Cigarette manufacturer by the Ministry of Health.

- (d) The manufacturer of cigarette and tobacco products must print the Warning Texts and Images on its products' packaging in accordance with Section 2 (a), (b) and (c).
- (e) The image shown in Section 2 (a), (b), and (c) will be regarded as no.(1), and the images in Appendix (a) will also be numbered in sequence, beginning with no.(1). The manufacturer must continue to change the image on packaging in this sequence every twelve months.

Section (3)

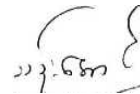
Other Rules and Regulations

3. The manufacturer or the distributor of cigarette and tobacco products must avoid the following Rules and Regulations:
- (a) Destroying or Covering the Warning images and texts printed on the package,
 - (b) Covering the Warning images and texts with the stamp or text which shows that tax has already been paid,
 - (c) Printing texts, colors, images and other materials on the package, which in turn directly or indirectly promote the sale of cigarette and tobacco products,
 - (d) Printing images and symbols on the package, which in turn reduce the severity or intensity of the health warning (for example – “Low tar” “Light” “Ultra-light” “Mild” “Safe”, etc.,).

Section (4)

Action

4. Those manufacturing, distributing and making the sale of a Cigarette Package which does not have warning texts and images printing as mentioned in this Order, or whosoever shall breach the rules and regulations of Cigarette packaging shall have action taken again him in accordance with the Restriction of Cigarette and Tobacco Products Consuming Law Section 13 Sub-Section (a).



(Dr. Than Aung)
The Union Minister

Letter No. 4MaDa(D) 2016/3322

Date: 29th February 2016

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Appendix (A)

Health Warning Texts and Images to be printed on the package of all Cigarette and Tobacco Products

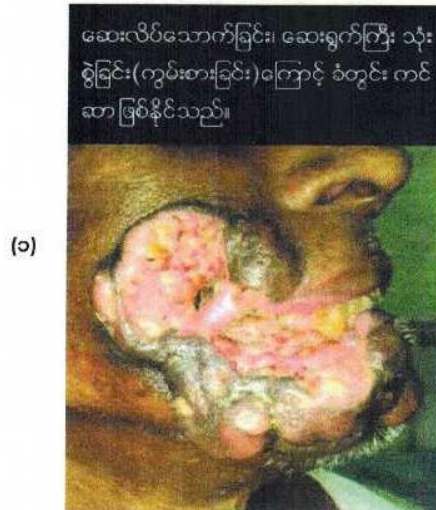


Image (1) – Smoking, Consuming Tobacco (and Chewing Paan) can lead to Cancer of the Mouth

Image (2) - Smoking, Consuming Tobacco (and Chewing Paan) can lead to Cancer of the Mouth

Health Warning Texts and Images to be printed on the package of all Cigarette and Tobacco Products

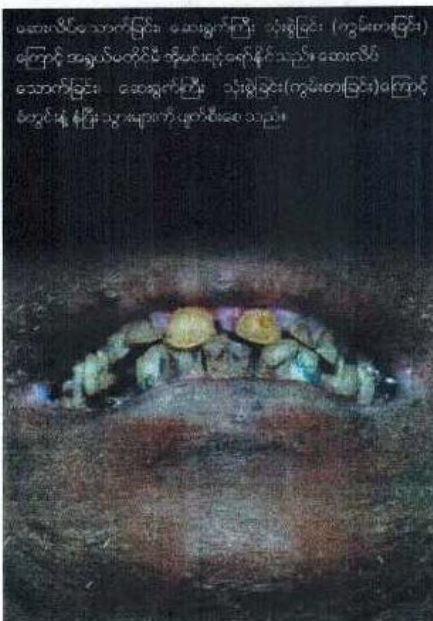
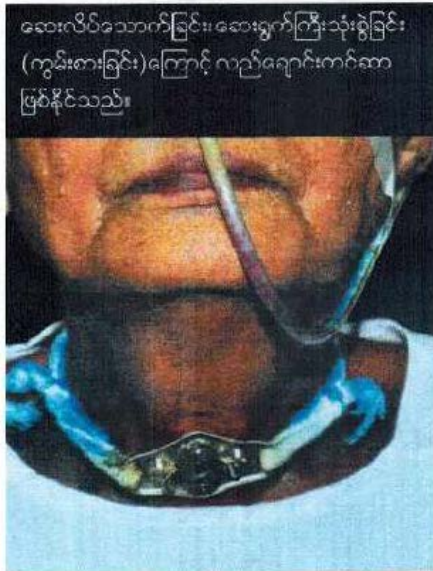


Image (3) – Smoking, Consuming Tobacco (and Chewing Paan) can lead to Throat Cancer

Image (4) - Smoking, Consuming Tobacco (and Chewing Paan) can lead you to prematurely aging. Smoking, Consuming Tobacco (and Chewing Paan) can make your breath smell bad and destroy your teeth.

Health Warning Texts and Images to be printed on the package of all Cigarette and Tobacco Products



Image (5) – Smoking, Consuming Tobacco (and Chewing Paan) can lead to Cancer of the Mouth

Image (6) - Smoking, Consuming Tobacco (and Chewing Paan) can cause Blood Clots in the veins and ultimately lead to Leg Amputation Surgery.

Health Warning Texts and Images to be printed on the package of all Cigarette and Tobacco Products



Image (7) – Smoking, Consuming Tobacco (and Chewing Paan) by a Pregnant Mother herself, or Inhaling Secondary Smoke during Pregnancy, can lead to early birth of the child.

Image (8) – Smoking, Consuming Tobacco (and Chewing Paan) by a Pregnant Mother herself, or Inhaling Secondary Smoke during Pregnancy, can lead to early birth of the child.

Health Warning Texts and Images to be printed on the package of all Cigarette and Tobacco Products

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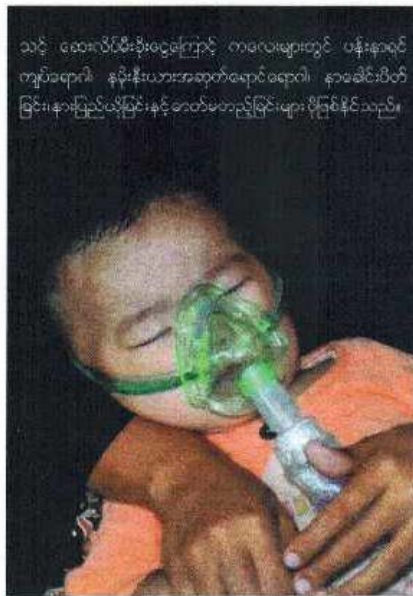


Image (9) – Smoking, Consuming Tobacco (and Chewing Paan) by a Pregnant Mother herself, or Inhaling Secondary Smoke during Pregnancy, can lead to early birth of the child.

Image (10) – The Smoke from Cigarettes can increase the possibility of asthma, pneumonia, nasal obstruction, acute ear infection and allergies in children.