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[logo: State of Qatar, Ministry of  
Public Health]

**Messrs. International Agencies**

**Subject:** Directive to tobacco companies to place Health Warning Labels (HWLs) and graphic pictures on cartons.

Greetings from the Ministry of Public Health,

In reference to the above subject, and according to Tobacco Law no. 10 of 2016, all tobacco companies must print HWLs and graphic pictures on cartons of tobacco products. This is in addition to the preceding directive of 2012 regarding printing HWLs and graphic pictures on the packs.

**Specifications of HWLs and graphic pictures which must be printed on the carton:**

1. Same HWLs and graphic pictures shared with all companies in advance, to be printed on the pack.
2. The size of HWLs and graphic pictures must not be less than 50% of the carton size including principal display areas on the top part of the carton, both front and back sides; and shall be in Arabic on one side and in English on the other. Font shall be bold, size 12 at least.
3. Information shall be printed directly on the carton, not on the external film wrapper or on the carton label.
4. HWLs shall be printed in a clear legible manner, and in a font color that contrasts with the background color of the carton.
5. A grace period of 6 months shall be given to all companies to accommodate and implement this directive.

Kind regards,

[signature]

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