

General Code of Regulations for health and patient care, social services, medicines, public health etc.

ISSN 2002-1054, Article no. 88516077HSLF

Publisher: Under Secretary, Legal Affairs Pär Ödman, Board of Health and Welfare

Order on changes to the Public Health Agency of Sweden's regulations (2016:46) on the design and positioning of health warnings on packaging of tobacco products;

**HSLF-FS
2016:77**

Issued from print
dept, 5th of July
2016

agreed this 21st of June 2016.

The Public Health Agency of Sweden directs¹, pursuant to 8 § Tobacco Regulation (2016:354), that current Chapt. 2, 13 § b shall have the following wording.

13 § Every single packet, and any outer packaging for cigarettes, rolling tobacco and hookah tobacco must carry a combined health warning. These combined health warnings shall:

- a. contain one of the warning messages shown in appendix 1 of these regulations and a corresponding colour photo from the picture collection in appendix II of the European Parliament and Council Directive 2014/40/EU²,
- b. contain stop smoking information that refers to the Stop Smoking Line with contact information,
- c. cover 65 % of both the front and rear packaging of a single packet and any outer packaging. Cylindrical packaging shall show two equidistant combined health warnings and each health warning shall cover 65% of the respective halves of the round surface,
- d. show the same warning text and corresponding colour photo on both sides of the single packet and any outer packaging,
- e. be reproduced on the upper edge of a single packet and any outer packaging and positioned in the same direction as all the other information on this packaging surface,
- f. be reproduced in accordance with 15–25 §§, and

¹ Cf. European Parliament and Council Directive (2014/40/EU) of the 3rd of April 2014 on harmonization of member state laws and executive orders, constitution on the production, pres- and sale of tobacco and related products and the abrogation of Directive 2001/37/EC, in the original formulation (EUT L 127, 29.4.2014, s. 17–21 and 34–35, Celex 32014L0040).

² in the wording as per the commission's delegated Directive 2014/109/EU of the 10 October 2014 on the amendment of appendix II of the European Parliament and Council Directive (2014/40/EU) via the establishment of a catalogue of warning pictures to be used on tobacco products (EUT L 360, 17.12.2014, s. 24–27, Celex 32014L0109).

g. single packets of cigarettes, have the following dimensions: height at least 44 mm.; width at least 52 mm.

This executive order comes into force on the 11th of July 2016.

The Public Health Agency of Sweden

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