

**Ministry of Public Health's Announcement**

**(No. 8) B.E. 2547**

**On**

**Rules, Procedures and Conditions of  
Cigarette Labelling and Label Content**

**According to**

**the Tobacco Products Control Act B.E. 2535**

By virtue of article 12 of the Tobacco Products Control Act B.E. 2535 which stipulates certain provisions on restrictions on rights and freedom of individuals which are permitted under article 29 together with article 50 under the Thai Constitution, the Minister of Public Health thus announces the following:

**Article 1**

The Ministry of Public Health's Announcement (No. 6) B.E. 2543 on rules, procedures and conditions on cigarette labelling and label content according to the Tobacco Products Control Act B.E. 2535 is hereby terminated.

**Article 2**

- Cigarettes manufactured or imported into the Kingdom must bear labels with pictures warning the dangers of cigarettes. The picture shall be printed in colour and bear statements warning the dangers of cigarettes as specified. The picture and statement warning the dangers of cigarettes shall be placed at both sides of the top right edge of the cigarette pack or container and the cigarette box or paper wrap or carton which have the largest area and can be clearly seen.

The picture and statement warning the danger of cigarettes as specified under one shall alternately come from the six types of pictures and warning statements printed with the ratio of 1 picture type to 5,000 cigarette packs or containers and with the ratio of 1 picture type to 500 cigarette boxes or paper wrap or carton as the case may be.

### **Article 3**

3. The pictures and warning statements on cigarette packs or containers according to article 2 shall meet the following specifications:

(1) The area size shall be no less than 50 percent of the side which covers the largest area of both sides of the cigarette pack or the cigarette container.

(2) The size of the pictures and warning statements in accordance with paragraph 3 of article 2 above shall apply with cigarette packs or cigarette containers which have areas in the front or back of the pack or carton between 42-50 square centimetres.

(3) The pictures and cigarette warning statements specified in paragraph 3 of article 2 shall be minimized or enlarged for cigarette packs or containers which have areas smaller or larger than 42-50 square centimetres according to the length and width ratio of the picture and cigarette warning statement. The area shall be no less than 50 percent of the side of the largest area of both sides of the cigarette pack or cigarette container. The picture and cigarette warning statement shall be at the top edge and next to the left side of the cigarette pack or cigarette container.

### **Article 4**

In the case the cigarette pack or cigarette container is not of rectangular shape, the picture and cigarette warning statement shall be printed on the cigarette pack or cigarette container in accordance with the original as specified in paragraph 3 of article 2. There shall be no less than 2 pictures with cigarette warning statements per 1 cigarette pack or cigarette container, and the area size shall be no less than 50 percent of the area of the cigarette pack or cigarette container which is not of rectangular shape with the position next to the top edge.

### **Article 5**

The picture and cigarette warning statement with the size equal to that printed on the cigarette pack or cigarette container shall be printed consecutively next to each other from the top edge of the side with the largest area of both sides with 5 pictures

**Article 8**

This Announcement shall come into effect after 365 days from the date of the announcement in the Royal Government Gazette.

Announced on 19 January B.E. 2547

(Signed) Sudarat Keyurapanthu  
(Mrs. Sudarat Keyurapanthu)  
Minister of Public Health

---

Announced in the Royal Government Gazette, special section 35 d, 25 March B.E. 2547  
(2004) Book 121.

C9/Announcement8