

Ministry of Public Health Notice
Of Rules, Procedures, and Conditions for the Display and Content of Cigarette Labels
2009

Pursuant to the authority of Article 12 of the Tobacco Products Control Act of 1992, a law which places certain restrictions on individual rights and liberties as lawfully permitted under the authority of Article 29 and Article 43 of the Constitution of the Kingdom of Thailand, the Minister of Public Health issues the following Notice:

Article 1. The following are rescinded:

(1) Ministry of Public Health Notice (Volume 11) of 2006, Subject: Rules, Procedures, and Conditions on the Display of Images and Hazard Warning Statements, Date of Manufacture, Location of Manufacture, and Designation for Sale Only in the Kingdom of Thailand on Cigarette and Cigar Labels, issued under the Tobacco Products Act of 1992.

(2) Ministry of Public Health Notice (Volume 14) of 2007, Subject: Rules, Procedures, and Conditions on the Display of Images and Hazard Warning Statements, Date of Manufacture, Location of Manufacture, and Designation for Sale Only in the Kingdom of Thailand on Cigarette and Cigar Labels, issued under the Tobacco Products Act of 1992.

(3) Ministry of Public Health Notice, Subject: Amendment of Prescribed Labels Bearing Images and Hazard Warning Statements on Cigarette and Cigar Labels, Attached to Ministry of Public Health Notice (Volume 11) of 2006, Subject: Rules, Procedures, and Conditions on the Display of Images and Hazard Warning Statements, Date of Manufacture, Location of Manufacture, and Designation for Sale Only in the Kingdom of Thailand on Cigarette and Cigar Labels, issued under the Tobacco Products Act of 1992.

Article 2. Cigarettes manufactured in or imported into the Kingdom shall be provided with labels bearing images and statements warning of the hazards of tobacco. Images shall be printed in four colors. The images and statements warning of the hazards of tobacco must be placed at the top edge of the cigarette pack or carton and must cover the entire upper surface of the cigarette pack or carton, and the sides of the box or wrapper of the cigarette packs or cartons having the largest and most visible surfaces.

The labels bearing images and statements warning of the hazards of tobacco specified in paragraph one shall be one of 10 types. The warning images and statements shall be used in rotation, at the rate of 5,000 cigarette packs or cartons per image.

Each of the 10 labels bearing images and statements warning of the hazards of tobacco shall be 5.5 X 4.75 centimeters in size, and shall conform to the labels bearing images and statements warning of the hazards of tobacco printed in four colors attached to this Ministerial Notice.

Image 1	Image with the warning:	Smoking causes fatal emphysema.
Image 2	Image with the warning:	Smoking causes 10 kinds of cancer.
Image 3	Image with the warning:	Smoking causes fatal lung cancer.
Image 4	Image with the warning:	Smoke kills those close to you.
Image 5	Image with the warning:	Smoking causes laryngeal cancer.
Image 6	Image with the warning:	Smoking causes stroke.
Image 7	Image with the warning:	Smoking causes oral cancer.
Image 8	Image with the warning:	Smoking causes fatal heart attacks.
Image 9	Image with the warning:	Smoking causes foul breath
Image 10	Image with the warning:	Smoking causes your feet to rot.

When printing images and statements warning of the hazards of tobacco, manufacturers and importers must print only from a CD provided by the Department of Disease Control, Ministry of Public Health. Size and positioning of the lettering, [content of] the warning statements, and the images must be as they appear in the examples.

The provisions of paragraphs one, two, and three shall not apply to any transparent, colorless material used to wrap cigarette packs or cartons, which permit the labels bearing images and statements warning of the hazards of tobacco on the cigarette packs or cartons to be seen clearly.

Article 3. Printing of labels bearing images and statements warning of the hazards of tobacco on packs or cartons of cigarettes under Article 2 shall be done as follows:

(1) The label shall be of a size not less than 55 percent of the area of each of the largest faces of the pack or carton.

(2) The size specified for the label bearing images and statements warning of the hazards of tobacco in Article 2 shall apply to packs or cartons of cigarettes having areas on the front or back of the pack or carton between 42 – 50 square centimeters.

(3) For cigarette packs or cartons that have a surface area larger or smaller than 42 – 50 square centimeters, the label bearing images and statements warning of the hazards of tobacco as specified in the third paragraph of Article 2 may be reduced or enlarged while maintaining the proportion of length to width of the label bearing images and statements warning of the hazards of tobacco. In this regard, the label shall cover not less than 55 percent of both of the sides of the pack or carton having the largest area. The label bearing images and statements warning of the hazards of tobacco shall be placed next to the top and left edges of the cigarette pack or carton.

Article 4. In cases where the label bearing images and statements warning of the hazards of tobacco cannot be displayed on the cigarette pack or carton as provided in Articles 2 and 3, the label bearing images and statements warning of the hazards of tobacco shall be reduced or enlarged as provided in Articles 2 and 3, while maintaining the proportion of length to width of the label bearing images and statements warning of the hazards of tobacco until the label cannot be further reduced or enlarged. If the [reduced or enlarged] label does not have an area of at least 55 percent of the largest surface of the cigarette pack or carton, increase the black area at the top of the label so that it covers not less than 55 percent of the largest side of the cigarette pack or carton.

Article 5. In cases where the cigarette pack or carton is not rectangular, labels bearing images and statements warning of the hazards of tobacco conforming to the specifications in paragraph 3, Article 2, must be applied to the cigarette pack or carton. There must be not less than 2 images per cigarette pack or carton. The images must cover not less than 55 percent of the surface of the non-rectangular cigarette pack or carton, and must be positioned on the uppermost edge.

Article 6. Boxes or paper wrappers for cigarette packs or cartons of which the largest two sides each have a surface area between 235 – 240 square centimeters shall be printed with labels bearing images and statements warning of the hazards of tobacco of the same size as the cigarette packs or cartons

enclosed. Five of the ten labels bearing images and statements warning of the hazards of tobacco shall be displayed in sequence, without repetition, at the uppermost edge or the two largest surfaces of the box or wrapper.

In the case of boxes or wrappers containing less than 10 cigarette packs or cartons, the labels bearing images and statements warning of the hazards of tobacco shall be printed without repetition.

In the case of boxes or wrappers containing more than 10 cigarette packs or cartons, the 10 types of labels bearing images and statements warning of the hazards of tobacco may be repeated.

In the case of boxes or wrappers for packs or cartons of cigarettes having a surface area larger or smaller than that designated in paragraph one, the number of labels bearing images and statements warning of the hazards of tobacco shall be equal to the number of cigarette packs or cartons enclosed. The labels shall be displayed adjacent to the upper left edge of the box or wrapper. In cases where the area at the upper left of the box or wrapper is not sufficient for printing the labels bearing images and statements warning of the hazards of tobacco, the labels shall be printed on the remaining areas of the box or wrapper. The number of labels shall correspond to the number of cigarette packs or cartons enclosed.

The labels bearing images and statements warning of the hazards of tobacco printed on the cigarette packs or cartons contained within each box or wrapper shall be of not less than two types for each cigarette pack or carton.

Article 7. Cigarettes produced in or imported into the Kingdom must:

(1) Display the date of manufacture on one of the sides of the cigarette pack or carton, exclusive of the area designated for the notice of toxic or carcinogenic substances.

(2) Display the origin of the cigarettes, stating whether they are manufactured in the Kingdom or stating the country of manufacture, adjacent to the lower front edge of the cigarette pack or carton.

(3) Display the statement, "For Sale in the Kingdom of Thailand" on the lower edge of the back of cigarette packs or cartons and of boxes or wrappers for cigarette packs or cartons.

The statements under paragraph one shall be printed in the Thai language using the "Si Phraya" font or a similar font of a size not less than 10 points for cigarette packs or cartons and not less than 30 points for boxes or wrappers for cigarette packs or cartons. The letters shall be printed in black on a white background with a black border, or if the background is black, the letters shall be white without a border.

Article 8. Cigarettes manufactured for distribution outside the Kingdom, imported for distribution outside the Kingdom, or imported as samples for testing, analysis, or research, with the particulars of such manufacture or research being clearly stated, are exempt from compliance with this Notice.

Article 9. Cigarettes manufactured or imported into the Kingdom prior to the effective date of this Notice are exempt from the labeling requirements of this Notice, but such exemption shall not exceed 180 days from the effective date of this Notice.

Article 10. In cases of problems with implementation or compliance with this Notice, the Director, Department of Disease Control, shall make final determination.

Article 11. This Notice shall become effective 180 days following the date of its publication in the Government Gazette.

Issued on the 24th day of August, 2009

Witaya Kaewparadai

Minister of Public Health

Ten Original Labels Bearing Images and Statements Warning of the Hazards of Tobacco
(CD has original labels in .tif and .ai format.)

[Ten images, all including the words indicated in the following list, plus the words "Quit Smoking. Call 1600."]

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| Image 1 | Smoking causes fatal emphysema. |
| Image 2 | Smoking causes 10 kinds of cancer. |
| Image 3 | Smoking causes fatal lung cancer. |
| Image 4 | Smoke kills those close to you. |
| Image 5 | Smoking causes laryngeal cancer. |
| Image 6 | Smoking causes stroke. |
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