
Ministry of Public Health Notice
Of Rules, Procedures, and Conditions for the Display of Images, Warning
Statements, and Contact Channels for Smoking Cessation on Cigarette Labels, 2013

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, Article 43, and Article 45 of the Constitution of the Kingdom of Thailand, the Minister of Public Health issues the following Notice:

Article 1. Ministry of Public Health Notice on Rules, Procedures, and Conditions for the Display of Markings and Statements on Cigarette Labels of 2009, dated 24 August 2009, is rescinded.

Article 2. Cigarettes manufactured in or imported into the Kingdom shall be provided with labels having the following 4-color images, warning statements, and contact channels for smoking cessation:

Style 1.	Image with the warning statement:	Please don't smoke in the home.
Style 2.	Image with the warning statement:	Cigarette smoke can kill children.
Style 3.	Image with the warning statement:	Smoking causes cancer of the voice box.
Style 4.	Image with the warning statement:	Smoking causes heart failure.
Style 5.	Image with the warning statement:	Smoking causes stroke.
Style 6.	Image with the warning statement:	Smoking causes oral cancer.
Style 7.	Image with the warning statement:	Smoking causes impotence.
Style 8.	Image with the warning statement:	Smoking causes bad breath.
Style 9.	Image with the warning statement:	Smoking causes lung cancer.
Style 10.	Image with the warning statement:	Smoke and die in agony from COPD.

Display of the 10 styles of labels bearing images, warning statements, and contact channels for smoking cessation shall be applied in rotation at the rate of 1 style per 5,000 packs or cartons of cigarettes.

The 10 styles of labels bearing images, warning statements, and contact channels for smoking cessation must have dimensions of 5.50 x 2.39 centimeters. The labels bearing images, warning statements, and contact channels for smoking cessation must be applied at the uppermost border of packs or containers and cartons of cigarettes and must be clearly visible.

The provisions of paragraphs one, two, and three shall not apply to colorless transparent material used to wrap packs or containers of cigarettes, or to wrap cartons of cigarettes, if such material allows clear visibility of the labels bearing images, warning statements, and contact channels for smoking cessation on the packs or containers of cigarettes, or on the cartons of cigarettes.

In printing labels bearing images, warning statements, and contact channels for smoking cessation, manufacturers or importers of cigarettes must use only originals requested from the Department of Disease Control, Ministry of Public Health. Color intensity, color weight, font size, image, text, and sharpness must be as prescribed in this Notice.

Article 3. Manufacturers or importers of cigarettes must print the labels bearing images, warning statements, and contact channels for smoking cessation described in Article 2 so that the labels occupy at least 85 percent of the two largest surfaces of the cigarette packs or cartons, as follows:

(1) On cigarette packs or containers of which the largest surface has an area between 42 – 50 square centimeters, the labels bearing images, warning statements, and contact channels for smoking cessation must be of the size specified in the third paragraph of Article 2.

(2) In the case of cigarette packs or containers of which the largest surface is larger or smaller than 42 – 50 square centimeters, the labels bearing images, warning statements, and contact channels for smoking cessation described in Article 2 shall be enlarged or reduced proportionately as appropriate.

Article 4. In cases where labels bearing images, warning statements, and contact channels for smoking cessation cannot be printed as described in Article 3 the labels shall be reduced or enlarged, but the proportions of length to width and the sharpness of the labels bearing images, warning statements, and contact channels for smoking cessation may not be altered.

If the labels bearing images, warning statements, and contact channels for smoking cessation cannot be printed without altering the proportions of length to width and sharpness, or if reducing or enlarging the labels bearing images, warning statements, and contact channels for smoking cessation results in a label area of less than 85 percent of the largest surface of the cigarette pack or carton, the black area at the top of the cigarette pack or carton shall be increased so that the labels bearing images, warning statements, and contact channels for smoking cessation occupies an area of not less than 85 percent of the largest surface of the cigarette pack or carton.

Article 5. In cases where the cigarette carton is not rectangular, labels bearing images, warning statements, and contact channels for smoking cessation as specified in paragraph three of Article 2 shall be printed on not less than two sides of each cigarette pack or carton. The labels must have an area of not less than 85

percent of the area of the cigarette pack or carton and be placed at the upper edge of the pack or carton.

Article 6. Manufacturers or importers of cigarettes must print labels bearing images, warning statements, and contact channels for smoking cessation as specified in Article 2 on boxes or wrappers for cigarette packs or cartons as follows:

(1) On boxes or wrappers for cigarette packs or cartons of which the largest face has an area between 235 – 240 square centimeters, the labels bearing images, warning statements, and contact channels for smoking cessation must be printed at the same size specified for cigarette packs and cartons. Labels must be printed adjacent to each other and aligned with the top and left edges of the boxes or wrappers, and must be printed on at least 2 faces of the boxes or wrappers, with 5 labels on each face. All 10 of the labels bearing images, warning statements, and contact channels for smoking cessation must be used without repetition.

(2) On boxes or wrappers for cigarette packs or cartons of which the largest face has an area larger or smaller than 235 – 240 square centimeters, the labels bearing images, warning statements, and contact channels for smoking cessation must be printed at the same size specified for cigarette packs and cartons. The number of labels must be equal to the number of cigarette packs or cartons inside the box or wrapper. Labels must be printed adjacent to each other and aligned with the top and left edges of the boxes or wrappers.

In cases where all the labels bearing images, warning statements, and contact channels for smoking cessation cannot be printed on the top surfaces of boxes or wrappers for cigarette packs or cartons, the remaining labels bearing images, warning statements, and contact channels for smoking cessation shall be printed on the remaining surfaces of the boxes or wrappers for cigarette packs or cartons, so that the number of labels equals the number of cigarette packs or cartons inside the box or wrapper.

In cases where boxes or wrappers for cigarette packs or cartons hold not less than 10 packs or cartons, the 10 styles of labels bearing images, warning statements, and contact channels for smoking cessation printed on each box or wrapper may be repeated.

In cases where boxes or wrappers for cigarette packs or cartons hold less than 10 packs or cartons, the labels bearing images, warning statements, and contact channels for smoking cessation printed on each box or wrapper may not be repeated.

(3) When not less than 10 cigarette packs or cartons are contained within a box or wrapper, the cigarette packs or cartons within that box or wrapper must display each of the 10 different styles of labels

bearing images, warning statements, and contact channels for smoking cessation.

When less than 10 cigarette packs or cartons are contained within a box or wrapper, the cigarette packs or cartons within that box or wrapper must display labels bearing images, warning statements, and contact channels for smoking cessation which are not repeated.

Article 7. Cigarette manufactured in or imported into the Kingdom must comply with the following:

(1) Display the date of manufacture on one of the sides of the cigarette pack or carton, and of the box or wrapper, not in an area specified for the toxic substance and carcinogen warnings.

(2) Display the country of origin of the cigarettes, whether within the Kingdom or a foreign country, near the bottom edge of the front of the cigarette pack or carton, or of the box or wrapper for cigarette packs or cartons.

(3) Display the statement "For sale in the Kingdom of Thailand" near the bottom edge of the back of the cigarette pack or carton, or of the box or wrapper.

The statement in the preceding paragraph shall be displayed in the Thai language using the "Siphraya" font at not less than 10 point size for cigarette packs and cartons, and not less than 30 point size for boxes and wrappers for cigarette packs and cartons. The statement shall be in black letters upon a white background and shall have a black border, or shall be in white letters upon a black background. No border is required in the latter case.

Article 8. This Notice shall not apply to the following cigarettes manufactured in or imported into the Kingdom:

(1) Cigarettes manufactured in or imported into the Kingdom for distribution outside the Kingdom, or imported as samples for testing, analysis, or research. Manufactures or imports for these purposes must be fully documented.

(2) Cigarettes imported by travelers in amounts allowed without a permit, as announced by the Excise Department. Such imports must be for personal use by the traveler only.

Article 9. Cigarettes manufactured in or imported into the Kingdom prior to the effective date of this Notice are exempt from compliance with this Notice, but such exemption shall not exceed 90 days from the effective date of this Notice.

Article 10. In case 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 one hundred eighty days following the date of its publication in the Government Gazette.

Issued on the 6th day of March, 2013

Pradit Sinthawanarong

Minister of Public Health

Original Labels Attachment for Ministry of Public Health Notice
Of Rules, Procedures, and Conditions for the Display of Images, Warning
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Please Don't Smoke
in the Home

Tobacco
Smoke
Harms Those
Around You



Smoke Free
Home

Stop Smoking. Call 1600
www.thailandquitline.or.th

Style 1

Cigarette Smoke Can Kill
Children

[image]

Stop Smoking. Call 1600
www.thailandquitline.or.th

Style 2

Smoking causes cancer of the
voice box.

[image]

Stop Smoking. Call 1600
www.thailandquitline.or.th

Style 3

Smoking Causes
Heart Failure

[image]

Stop Smoking. Call 1600
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Style 4

Smoking causes stroke.

[image]

Stop Smoking. Call 1600
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Style 5

Smoking causes oral cancer.

[image]

Stop Smoking. Call 1600
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Style 6

Smoking causes impotence.

[image]

Stop Smoking. Call 1600
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Style 7

Smoking causes bad breath.

[image]

Stop Smoking. Call 1600
www.thailandquitline.or.th

Style 8

Smoking causes lung cancer.

[image]

Stop Smoking. Call 1600
www.thailandquitline.or.th

Style 9

Smoke and die in agony from
COPD.

[image]

Stop Smoking. Call 1600
www.thailandquitline.or.th

Style 10

Unofficial Translation