

Notification of the Ministry of Public Health
Subject: Criteria, methods and conditions on tobacco product and cigarette packaging
B.E. 2561 (2018)

By virtue of Section 5 Paragraph 1 and Section 31 Paragraph 1 of the Tobacco Products Control Act B.E. 2560, the Minister of Public Health upon recommendation of the National Tobacco Products Control Board hereby issues the following regulations.

1. This Notification shall be styled “Notification of the Ministry of Public Health Subject: Criteria, methods and conditions on tobacco product and cigarette packaging B.E. 2561”.

2. This Notification shall enter into force after a period of 270 days from the date of its announcement in the Government Gazette.

3. Packaging of domestic or imported cigarette must have the format and characteristics as prescribed where there shall be no text, picture, logo, sign, trademark, image, marking, design or other matters apart from those allowed in this Notification.

3.1 Package or container of cigarettes, and box, case or carton of cigarettes must be rectangle in shape.

3.2 All sides of the outer surface of package or container of cigarettes, and box, case or carton of cigarettes must be in matt opaque couche (Pantone Opaque Couche – Pantone 448 C), except for the followings.

A. Text and wording of cigarette brand, manufacturer, importer or variant as prescribed in 4.

B. Graphic health warning and contact number for the Quit Line as prescribed in 6, 7, 8 and 9.

C. Message on the harm and health effects of tobacco consumption as prescribed in 11 and 12.

3.3 All sides of the inner surface of package or container of cigarettes, and box, case or carton of cigarettes must be in white.

3.4 If cigarette sticks inside a package or container are wrapped, or if all packages contained in a box, case or carton of cigarettes are wrapped together, the material used for wrapping must be made from paper or other materials with similar characteristics and must be in silver or white.

3.5 If package or container of cigarettes are wrapped, or if a box, case or carton of cigarettes are wrapped, the material used for wrapping must be transparent and colourless, allowing graphic health warning, information of the Quit Line, and message on the harm and health effects of tobacco consumption displayed on the package or container of cigarettes, and box, case or carton of cigarettes, to be clearly visible.

4. Packaging of domestic or imported cigarette must not display or show, one way or another, trademark on all outer and inner surfaces of package or container of cigarettes, and box, case and carton of cigarettes, except for the followings.

4.1 Text and wording of cigarette brand or variant, manufacturer, importer to be displayed or printed on the package or container of cigarettes must have the format and characteristics as indicated below.

4.1.1 Cigarette brand and variant must be in Thai or English, using the same font type throughout and not exceeding 4 mm in height. The font colour must be pale gray (Pantone Cool Grey 2 C), printed on a matt opaque couch background (Pantone Opaque Couche – Pantone 448 C) on the two sides with the largest surface area, not using the same area for displaying graphic health warning and information of the Quit Line. It may also be printed on one and only one additional side with the smallest surface area.

4.1.2 Name of manufacturer or importer of cigarettes must be in Thai or English, using the same font type throughout and not exceeding 2 mm in height. The font colour must be pale gray (Pantone Cool Grey 2 C), printed on a matt opaque couch background (Pantone Opaque Couche – Pantone 448 C) on one of the sides with medium-sized surface area, not using the same area for displaying message on the harm and health effects of tobacco consumption.

4.2 Text and wording of cigarette brand or variant, manufacturer, importer to be displayed on box, case and carton of cigarettes must have the format and characteristics as indicated below.

4.2.1 Cigarette brand or variant must be in Thai or English, using the same font type throughout and not exceeding 8 mm in height. The font colour must be pale gray (Pantone Cool Grey 2 C), printed on a matt opaque couch background (Pantone Opaque Couche – Pantone 448 C) on the two sides with the largest surface area, not using the same area for displaying graphic health warning and information of the Quit Line. It may also be printed on one and only one additional side with the smallest surface area.

4.2.2 Name of manufacturer or importer of cigarettes must be in Thai or English, using the same font type throughout and not exceeding 4 mm in height. The font colour must be pale gray (Pantone Cool Grey 2 C), printed on a matt opaque couch background (Pantone Opaque Couche – Pantone 448 C) on one of the sides with medium-sized surface area, not using the same area for displaying message on the harm and health effects of tobacco consumption.

5. Domestic or imported cigarette sticks must have the format and characteristics as indicated below. Moreover, there shall be no text, picture, logo, sign, trademark, image, marking, design or other matters apart from those allowed in this Notification.

5.1 Outer surface must be made from white coloured paper.

5.2 Cigarette butt must be made from white or cork coloured paper, or similar.

5.3 Brand or variant must be in Thai or English, using “TH Sarabun PSK” font as font type and not exceeding 1.5 mm in height. The font colour must be pale gray (Pantone Cool Grey 2 C). Display is allowed only in one position.

6. Domestic or imported cigarettes must display graphic health warning and contact details of the Quit Line in 4 colours as follows.

Design 1 Graphic health warning	Cigarette smoke causes serious harm to children
Design 2 Graphic health warning	Smoking causes emphysema
Design 3 Graphic health warning	Smoking causes mouth cancer
Design 4 Graphic health warning	Quit smoking for your children
Design 5 Graphic health warning	Smoking causes blindness
Design 6 Graphic health warning	Smoking causes heart attack
Design 7 Graphic health warning	Smoking causes esophageal cancer
Design 8 Graphic health warning	Smoking causes stroke
Design 9 Graphic health warning	Smoking causes lung cancer
Design 10 Graphic health warning	Smoking causes laryngeal cancer

The 10 designs of graphic health warning and information on Quit Line in Paragraph 1 shall be printed randomly in a ratio of 1 graphic health warning to 5000 packages or containers of cigarettes.

All 10 designs of graphic health warning and information on Quit Line must be 5.50 x 7.39 cm in size. Placement of graphic health warning and information on Quit Line on package or container of cigarettes, and box, case or carton of cigarettes, must be at the uppermost edge and be clearly visible.

Paragraphs 1, 2 and 3 shall not be applied to transparent and colourless material used in wrapping package or container of cigarettes, and box, case or carton of cartons, which allows graphic health warning, information of the Quit Line, and message on the harm and health effects of tobacco consumption that is displayed on package or container of cigarettes, and box, case or carton of cigarettes, to be clearly visible.

In printing graphic health warning and contact details of the Quit Line, manufacture or importer of cigarettes must do so according to the template provided by the Department of Diseases Control, Ministry of Public Health. Colour shade and weight, size and position of text, image, warning and font sharpness must be in accordance with the template shown at the end of this Notification.

7. Manufacturer or importer of cigarettes must print graphic health warning and information on the Quit Line as per 6 on package or container of cigarettes, ensuring that it occupies at least 85 percent of the two sides with the largest surface area, and be placed at the uppermost and leftmost edges of the package or container of cigarettes. Details are as follows.

7.1 If the sides with the largest surface area of a package or container of cigarettes are 42 – 50 cm² in size, graphic health warning and information on the Quit Line must be printed in accordance with the prescription in 6 Paragraph 3.

7.2 If the sides with the largest surface area of package or container of cigarettes are smaller or larger than 42 – 50 cm², the size of graphic health warning and information on the Quit Line

can be reduced or enlarged in accordance with the prescription in 6 Paragraph 3 and proportionately in line with the width and length of the graphic health warning.

8. If graphic health warning and information on the Quit Line cannot be printed in accordance with 6, it can be reduced or enlarged as appropriate. However, the proportion of width and length as well as the sharpness of graphic health warning and information on the Quit Line must not alter.

If proportionate reduction or enlargement cannot be made, or the sharpness cannot be retained, or reduction or enlargement results in graphic health warning occupying less than 85 percent of the surface area of the sides with the largest area of a package or container of cigarettes, the area of matt opaque couch background (Pantone Opaque Couche – Pantone 448 C) should be increased and placed at the uppermost edge of the package or container of cigarettes so that the graphic health warning and information on the Quit Line can occupy at least 85 percent of the surface area of the sides with the largest area of a package or container of cigarettes.

9. Manufacturer or importer of cigarettes must print graphic health warning and information on the Quit Line in 6 on box, case or carton of cigarettes as indicated below.

9.1 If the sides with the largest surface area of a box, case or carton of cigarettes are 235 – 240 cm² in size, the graphic health warning and information in Quit Line must be the same size as that on the package or container of cigarettes, printed in a row at the uppermost edge of the two sides with the largest surface area, 5 designs on each side. The 10 designs shall not be duplicated.

9.2 If the sides with the largest surface area of a box, case or carton of cigarettes are smaller or larger than 235 – 240 cm², the graphic health warning and information on the Quit Line must be the same size as that on the package or container of cigarettes. The number of graphic health warning must correspond to the number of packages or containers of cigarettes inside, printed in a row and placed at the uppermost and leftmost edges of the box, case or carton of cigarettes.

If graphic health warning and information on the Quit Line cannot be printed on the upper area of a box, case or carton of cigarettes, it shall be printed on remaining areas of the box, case or carton of cigarettes. The number of graphic health warning must correspond to the number of packages or containers of cigarettes inside the box, case or carton of cigarettes.

10. Manufacturer or importer of cigarettes must ensure that the number of designs of graphic health warning and information on the Quit Line to be displayed is as follows.

10.1 If a box, case or carton of cigarettes contains 10 packages or containers of cigarettes, there must be 10 designs of graphic health warning and information on the Quit Line.

10.2 If a box, case or carton of cigarettes contain more than 10 packages or containers of cigarettes, there must be 10 designs of graphic health warning and information on the Quit Line. The same designs may be repeated.

10.3 If a box, case or carton of cigarettes contain less than 10 packages or containers of cigarettes, the number of designs of graphic health warning and information on Quit Line must be so that there is no duplication.

11. Domestic or imported cigarettes must display message on the harm and health effects of tobacco consumption. The 10 messages prescribed shall be printed randomly in a ratio of 1 message to 5000 packages or containers of cigarettes and 1 message to 500 boxes, cases or carton of cigarettes, as the case may be.

Each of the 10 messages on the harm and health effects of tobacco consumption has 2 related texts as follows.

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|------------|---|
| Message 1 | A. Smoking causes pancreatic cancer |
| | B. Carcinogens in the blood flow through the pancreas and cause cancer |
| Message 2 | A. Every cigarette smoked harms you |
| | B. Cigarette smoke contains 70 types of carcinogens and 250 types of toxins |
| Message 3 | A. Smoking causes bladder cancer |
| | B. Carcinogens in urine causes cancer |
| Message 4 | A. Smoking causes erectile dysfunction |
| | B. Toxins in cigarettes damage the blood vessels to the penis |
| Message 5 | A. Cigarette smoke induces asthma |
| | B. Toxins in cigarettes tighten the windpipe of an asthmatic person |
| Message 6 | A. Smoking causes liver cancer |
| | B. Carcinogens in the blood flow through the liver and cause cancer |
| Message 7 | A. Smoking causes wrinkles |
| | B. Toxins in cigarettes damage tissues under the skin |
| Message 8 | A. Smoking causes paralysis |
| | B. Toxins in cigarettes cause ischemic stroke |
| Message 9 | A. Smoking damages sperms |
| | B. Toxins in cigarettes cause infertility |
| Message 10 | A. Cigarettes kill 1 in 2 smokers |
| | B. Cigarettes cause 12 types of cancer, coronary disease, cerebrovascular disease and emphysema |

In printing message on the harm and health effects of tobacco consumption, manufacture or importer of cigarettes must only do so according to the template received from the Department of Diseases Control, Ministry of Public Health. Font size and text position must be in accordance with the template shown at the end of this Notification.

Paragraphs 1, 2 and 3 shall not be applied to transparent and colourless material used in wrapping package or container of cigarettes, and box, case or carton of cigarettes, which allows message on the harm and health effects of tobacco consumption that is displayed on package or container of cigarettes, and box, case or carton of cigarettes, to be clearly visible.

12. Manufacturer or importer of cigarettes must print message on the harm and health effects of tobacco consumption as per 11 on package or container of cigarettes, and box case or carton of cigarettes as indicated below.

12.1 Print 1 message for each package or container of cigarettes, and box, case or carton of cigarettes. Messages must not be repeated on any side.

12.2 On a package or container of cigarettes, the message must be printed on the two sides with medium-size surface area of 42 – 50 cm² (maximum), ensuring that it occupies at least 60 percent of surface area on each side. The text must be printed using a Thai font in black on a yellow background, approximately 2 x 5.2 cm in size.

12.3 On a box, case or carton of cigarettes, the message must be printed on the two sides with medium-size surface area of 235 – 240 cm² (maximum) and 117 – 120 cm² (minimum), ensuring that it occupies at least 60 percent of surface area each side. The text must be printed using a Thai font in black on a yellow background, approximately 4.5 x 16.2 cm in size.

12.4 If a package or container of cigarettes is smaller or larger than the size mentioned in 12.2, or if a box, case or carton of cigarettes is smaller or larger than the size mentioned in 12.3, the size of message on the harm and health effects of tobacco consumption must be reduced or enlarged proportionately to the width and length of the package or container of cigarettes, or box, case or carton of cigarettes, as the case may be.

13. Domestic or imported cigarettes must display the following information in Thai or English, using “TH Sarabun PSK” font as font type and not exceeding 1.5 mm in height for package or container of cigarettes, and not exceeding 3 mm in height for box, case or carton of cigarettes. The font colour must be pale gray (Pantone Cool Grey 2 C).

13.1 Manufactured day, month and year on any side with medium-sized surface area of a package or container of cigarettes, and box, case and carton of cigarettes, other than the area used to display message on the harm and health effects of tobacco consumption.

13.2 Place of cigarette production, whether the Kingdom of Thailand or a foreign country, at the bottom edge on only 1 side with the largest surface area of a package or container of cigarettes, and box, case and carton of cigarettes.

13.3 “For sale in the Kingdom of Thailand” at the bottom edge on only 1 side with the largest surface area of a package or container of cigarettes, and box, case and carton of cigarettes.

13.4 Packing size written as “(number of sticks) sticks” on any side with medium-sized surface area of a package or container of cigarettes, and box, case and carton of cigarettes.

14. Package or container of cigarettes, and box, case or carton of cigarettes must not have the following characteristics.

14.1 Generating aroma, flavor, light or sound

14.2 Displaying a QR code or any other electronic symbol except barcode for payment or inventory information

14.3 Causing change to the container, image, text, message or colour when subject to change in the environment e.g. temperature and time, as well as other similar changes

15. This Notification shall not be applied to domestic or imported cigarettes in the following cases.

15.1 Domestic or imported cigarettes for sale outside the Kingdom, or for testing, analysis or research, where there is clear evidence to support such purpose.

15.2 Cigarettes brought into the Kingdom by travelers for their own consumption in an amount exempted without the need to seek approval from the Competent Officer according to the excise tax laws.

16. Cigarettes produced or imported into the Kingdom before the effective date of this Notification shall be exempted from compliance but not more than 90 days from the effective date.

17. In case of problem regarding operation or compliance with this Notification, the National Tobacco Products Control Board shall make the final decision.

Announced on 30 November 2018

Piyasakol Sakolsatayadorn

Minister of Public Health

Example of graphic health warning from the Ministerial Notification

Subject: Criteria, methods and conditions on tobacco product and cigarette packaging
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Design number 1



Design number 2



Design number 3



Design number 4



Design number 5



Design number 6



Design number 7



Design number 8



Design number 9



Design number 10

Example of messages on the harm and health effects of tobacco consumption

from the Ministerial Notification

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แบบที่ ๑ ก. Message 1 A

สูบบุหรี่ทำให้เป็น
มะเร็งตับอ่อน

แบบที่ ๑ ข. Message 1 B

สารก่อมะเร็งในเลือด
ไหลผ่านตับอ่อน
จนเกิดมะเร็ง

แบบที่ ๒ ก. Message 2 A

บุหรี่ทุกมวนที่สูบ
ทำร้ายคุณ

แบบที่ ๒ ข. Message 2 B

ควันบุหรี่มีสาร
ก่อมะเร็ง 70 ชนิด
สารพิษ 250 ชนิด

แบบที่ ๓ ก. Message 3 A

สูบบุหรี่ทำให้เป็น
มะเร็ง
กระเพาะปัสสาวะ

แบบที่ ๓ ข. Message 3 B

สารก่อมะเร็ง
ในปัสสาวะ
ทำให้เกิดมะเร็ง

แบบที่ ๔ ก. Message 4 A

สูบบุหรี่ทำให้
สมรรถภาพ
ทางเพศเสื่อม

แบบที่ ๔ ข. Message 4 B

สารพิษจากบุหรี่
ทำอันตรายเส้นเลือด
ที่ไปเลี้ยงอวัยวะเพศ

แบบที่ ๕ ก. Message 5 A

ควันบุหรี่ทำให้
โรคหืดกำเริบ

แบบที่ ๕ ข. Message 5 B

สารพิษจากบุหรี่ทำให้
หลอดเลือดคนเป็นหืด
หดเกร็ง

แบบที่ ๖ ก. Message 6 A

สูบบุหรี่ทำให้เป็น
มะเร็งตับ

แบบที่ ๖ ข. Message 6 B

สารก่อมะเร็งในเลือด
ไหลผ่านตับ
จนเกิดมะเร็ง

แบบที่ ๗ ก. Message 7 A

สูบบุหรี่ทำให้
ผิวหนังเหี่ยวยุบ

แบบที่ ๗ ข. Message 7 B

สารพิษจากบุหรี่
ทำลายเนื้อเยื่อ
ใต้ผิวหนัง

แบบที่ ๘ ก. Message 8 A

สูบบุหรี่ทำให้
เป็นอัมพาต

แบบที่ ๘ ข. Message 8 B

สารพิษจากบุหรี่
ทำให้เส้นเลือดสมอง
ตีบ และอุดตัน

แบบที่ ๙ ก. Message 9 A

สูบบุหรี่ทำอันตราย
เชื้ออสุจิ

แบบที่ ๙ ข. Message 9 B

สารพิษจากบุหรี่
ทำให้มีลูกยาก

แบบที่ ๑๐ ก. Message 10 A

บุหรี่ฆ่า 1 ใน 2
ของคนที่ไม่เลิกสูบ

แบบที่ ๑๐ ข. Message 10 B

บุหรี่ทำให้เกิด
มะเร็ง 12 ชนิด
โรคหลอดเลือดหัวใจ สมอง
ถุงลมปอดพอง