



**Notification of the Ministry of Public Health  
Re: Criteria, Methods and Conditions for Packaging of  
Tobacco or Flavored Tobacco Products B.E. 2562 (2019)**

By virtue of Section 5 para 1 and Section 38 para 1 of the Tobacco Products Control Act 2017, the Minister of Public Health, as advised by the National Tobacco Products Control Board, hereby issues the notification as follows:

Article 1: This Notification shall be referred to as “the Notification of the Ministry of Public Health Re: Criteria, Methods and Conditions for Packaging of Tobacco or Flavored Tobacco Products B.E. 2562”.

Article 2: This Notification shall come into force 270 days from the date of its publication in the Government Gazette.

Article 3: Any packs or cartons of tobacco and flavored tobacco products manufactured or imported into the kingdom must have the following prescribed formats and characteristics without any text, image, symbol, mark, trademark, graphic, designed motif or pattern, or other elements besides those prescribed under this Notification or the excise tax law as follows:

3.1 All sides of the outer surface of tobacco or flavored tobacco pack or carton must be dark greenish brown color with matt finish (Pantone Opaque Couche - Pantone 448C), except for the followings.

- (a) Letter and text of a name of brand, variant, manufacturer, and importer of tobacco or flavored tobacco products set forth in Article 3.2 and 3.3;
- (b) Graphic health warning label and message of tobacco or flavored tobacco and the Quitline number set forth in Article 5 and 6.

3.2 Name of tobacco or flavored tobacco brand or variant, if any, must be printed in Thai or English, using the same font throughout, and the font height must not exceed 5.5 mm. Font color must be pale gray color (Pantone Cool Gray 2 C), and the text must be printed on a dark greenish brown background with matt finish (Pantone Opaque Couche - Pantone 448C) on the two sides with the largest surface area which is not the area designated for displaying graphic health warning label and message of tobacco or flavored tobacco and the Quitline number.

3.3 Name of manufacturer or importer of tobacco or flavored tobacco products must be printed in Thai or English, using the same font throughout, and the font height must not exceed 3 mm. Font color must be pale gray color (Pantone Cool Gray 2 C), and the text must be printed on



a dark greenish brown background with matt finish (Pantone Opaque Couche - Pantone 448C) on either side with the largest surface area which is not the area designated for displaying graphic health warning label and message of tobacco or flavored tobacco and the Quitline number.

3.4 In case there is a wrapping material covering tobacco or flavored tobacco pack or carton, it must be made of a transparent, colorless material, which can make graphic health warning label and message of tobacco or flavored tobacco and the Quitline number clearly visible.

3.5 All sides of the inner surface of tobacco or flavored tobacco pack or carton must be dark greenish brown color with matt finish (Pantone Opaque Couche - Pantone 448C) or white.

Article 4: Box or wrapping material or paper covering pack or carton of tobacco or flavored tobacco products manufactured or imported into the kingdom must have the following prescribed formats and characteristics without any text, image, symbol, mark, trademark, graphic, designed motif or pattern, or other elements besides those prescribed under this Notification or the excise tax law.

4.1 All sides of the outer surface of box or wrapping material or paper covering tobacco or flavored tobacco pack or carton must be dark greenish brown color with matt finish (Pantone Opaque Couche - Pantone 448C), except for the followings.

- (a) Letter and text of a name of brand, variant, manufacturer, or importer of tobacco or flavored tobacco products set forth in Article 4.2 and 4.3;
- (b) Graphic health warning label and message of tobacco or flavored tobacco and the Quitline number set forth in Article 5 and 7.

4.2 Name of tobacco or flavored tobacco brand or variant, if any, must be in Thai or English, using the same font throughout, and the font height must not exceed 11 mm. Font color must be pale gray color (Pantone Cool Gray 2 C), and the text must be printed on a dark greenish brown background with matt finish (Pantone Opaque Couche - Pantone 448C) on the two sides with the largest surface area which are not the area designated for displaying graphic health warning label and message of tobacco or flavored tobacco and the Quitline number.

4.3 Name of manufacturer or importer of tobacco or flavored tobacco products must be in Thai or English, using the same font throughout, and the font height must not exceed 5.5 mm. Font color must be pale gray color (Pantone Cool Gray 2 C), and the text must be printed on a dark greenish brown background with matt finish (Pantone Opaque Couche - Pantone 448C) on either side with the smallest surface area of a box or wrapping material or paper covering tobacco or flavored tobacco pack or carton.

4.4 All sides of the inner surface of a box or wrapping material or paper covering tobacco or flavored tobacco pack or carton must be dark greenish brown color with matt finish (Pantone Opaque Couche - Pantone 448C), white, or colorless and transparent.

In case a box or wrapping material or paper covering tobacco or flavored tobacco pack or carton is a transparent, colorless material which can make graphic health warning label and



message of tobacco or flavored tobacco and the Quitline number clearly visible, tobacco or flavored tobacco product manufacturers or importers shall not be required to comply with Article 4.1, 4.2 and 4.3.

Article 5: Tobacco or flavored tobacco products manufactured or imported into the kingdom must display graphic health warning labels and messages of tobacco or flavored tobacco and the Quitline number with four-color graphic images as follows:

Design 1: Graphic image with warning message	Tobacco smoke causes serious harm to children.
Design 2: Graphic image with warning message	Tobacco smoking causes emphysema.
Design 3: Graphic image with warning message	Tobacco smoking causes oral cancer.
Design 4: Graphic image with warning message	Quit tobacco smoking for your children.
Design 5: Graphic image with warning message	Tobacco smoking causes blindness.
Design 6: Graphic image with warning message	Tobacco smoking causes heart attack.
Design 7: Graphic image with warning message	Tobacco smoking causes esophageal cancer.
Design 8: Graphic image with warning message	Tobacco smoking causes stroke.
Design 9: Graphic image with warning message	Tobacco smoking causes lung cancer.
Design 10: Graphic image with warning message	Tobacco smoking causes laryngeal cancer.

Ten designs of graphic health warning labels and messages of tobacco or flavored tobacco and the Quitline number prescribed in para 1 must be randomly printed at a ratio of one design per 500 packs or cartons of tobacco or flavored tobacco products.

The provisions of para 1 and 2 are not applicable to colorless, transparent wrapping material covering tobacco or flavored tobacco pack or carton which can make graphic health warning labels and messages of tobacco or flavored tobacco products and the Quitline number clearly visible on tobacco or flavored tobacco packs or cartons.

With regard to printing of graphic health warning labels and messages of tobacco or flavored tobacco and the Quitline number, tobacco or flavored tobacco product manufacturers or importers must print these elements from design templates which are obtained only from the Department of Diseases Control, Ministry of Public Health. Color shade and weight, font size and position, images, warning messages, and resolution must conform to label design templates attached hereto.

Article 6: Manufacturers or importers of tobacco or flavored tobacco products must print graphic health warning labels and messages of tobacco and flavored tobacco and the Quitline number set forth in Article 5 on tobacco or flavored tobacco packs or cartons as follows:

6.1 In case tobacco or flavored tobacco packaging resembles a pack or packet, the display area of graphic health warning label and message of tobacco or flavored tobacco and the Quitline number must occupy at least 85% of the two sides with the largest surface area.



6.2 In case tobacco or flavored tobacco packaging has other shapes which are different from the provision of Article 6.1, the display area of graphic health warning label and message of tobacco or flavored tobacco and the Quitline number must occupy at least 46% of the entire area of tobacco or flavored tobacco packaging.

The size of graphic health warning label and message of tobacco or flavored tobacco and the Quitline number can be reduced or enlarged where appropriate but such modification must not change the width-to-length ratio and resolution of graphic health warning labels and messages of tobacco or flavored tobacco and the Quitline number. If size reduction or enlargement cannot be made without changing the width-to-length ratio, more than one image of graphic health warning label and message of tobacco or flavored tobacco and the Quitline number must be displayed.

Graphic health warning label and message of tobacco or flavored tobacco and the Quitline number must be displayed at the uppermost part of tobacco or flavored tobacco pack or carton, where they must be clearly visible.

Article 7: Manufacturers or importers of tobacco or flavored tobacco products must produce graphic health warning labels or messages of tobacco or flavored tobacco and the Quitline number set forth in Article 5 and ensure that their sizes are equal to those printed on a tobacco or flavored tobacco pack or carton. Ten different designs must be printed on a box or wrapping material or paper covering tobacco or flavored tobacco pack or carton.

In case graphic health warning label and message of tobacco or flavored tobacco and the Quitline number cannot be printed on the top area of a box or wrapping material or paper covering tobacco or flavored tobacco pack or carton, ten different designs of graphic health warning label and message of tobacco or flavored tobacco and the Quitline number must be printed on a remaining area on the box, wrapping material or paper covering tobacco or flavored tobacco pack or carton.

In case a box or wrapping material or paper covering tobacco or flavored tobacco pack or carton is a transparent, colorless material which can make graphic health warning label and message of tobacco or flavored tobacco and the Quitline number clearly visible, tobacco or flavored tobacco product manufacturers or importers shall not be required to comply with Article 7 para 1 and 2.

Article 8: Tobacco or flavored tobacco pack or carton and box or wrapping material or paper covering tobacco or flavored tobacco pack or carton must not have the following characteristics:

8.1 Produce any aroma, flavor, light or sound;

8.2 Have QR code or any other electronic symbol, except barcode for payment or inventory information;

8.3 Changes to carton, image, letter, text, or color are caused by any changes in environment e.g. temperature and time as well as any other similar changes.



Article 9: This Notification shall not be applied to tobacco or flavored tobacco products manufactured or imported into the kingdom as follows:

9.1 Tobacco or flavored tobacco products manufactured or imported for sale outside the kingdom or for use as samples for testing, analysis or research, provided that there is evidence that clearly indicates production or importation for such undertakings.

9.2 Tobacco or flavored tobacco products brought into the kingdom by travelers for personal consumption as per traveler's allowance, whereby no approval request is required under the excise tax law.

Article 10: Tobacco or flavored tobacco products manufactured or imported into the kingdom prior to the effective date of this Notification shall be exempt from compliance with this Notification but not more than 90 days from the effective date hereof.

Article 11: In case there are any problems arising from compliance with or implementation of this Notification, the National Tobacco Products Control Board shall make the final decision.

Announced on 23 April 2019

Piyasakol Sakolsatayadorn

Minister of Public Health



Example of graphic health warning from the Ministerial Notification

Subject: Criteria, methods and conditions of packaging of tobacco or flavored tobacco products  
B.E. 2562 (2019)



Tobacco smoke causes serious harm to children



Tobacco smoking causes emphysema



Tobacco smoking causes oral cancer



Quit tobacco smoking for your children



Tobacco smoking causes blindness



Tobacco smoking causes heart attack



Tobacco smoking causes esophageal cancer

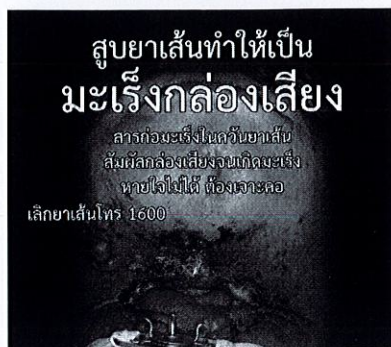


Tobacco smoking causes stroke.



Tobacco smoking causes lung cancer





Tobacco smoking causes  
laryngeal cancer