

## **ORDINANCE**

### **On the requirements for labeling, marking and outside packing of tobacco products and on defining standards for evaluation of the compliance with the yield of harmful ingredients in cigarettes**

#### Section I General

##### Article 1

This Ordinance shall define:

1. the requirements for labeling, marking and outside packing of tobacco products to ensure protection of the health of customers;
2. standards for evaluation of the yield of tar, nicotine and carbon monoxide in cigarettes.

##### Article 2

The requirements for the labeling under this Ordinance shall be applied for all tobacco products for the purpose of smoking, chewing and sniffing, inasmuch they, even partially, are made of tobacco.

##### Article 3

The Labeling of the tobacco products shall be carried out also in compliance with the requirements for labeling of innutritious goods introduced by the law in force.

#### Section II

#### Requirements for labeling, marking and outside packing of tobacco products

##### Article 4

1. The yield of tar and carbon monoxide in integral number and of nicotine in mg in decimal number in one cigarette, defined according to the relevant standard under Article 9, shall be indicated on the unit packs of any type of cigarettes. The accuracy of the tar and nicotine indications on packets shall be verified in accordance with ISO standard 8243.
2. The tar, nicotine and carbon monoxide yield in on e cigarette shall be printed on one of the narrow long sides of the unit pack and should cover at least 10 % of the corresponding surface.

##### Article 5

1. Each unit pack of tobacco products, except for tobacco chewing and sniffing, as well as the additional transparent wrappers, must carry on one of its wide sides general warning: 'Smoking kills' or 'Smoking seriously harms you and others around you'. The warnings shall be printed on equal number of unit packs.
2. An additional warning from the list in the Annex shall printed on the other wide side of the unit pack, except for the additional transparent wrappers, used in the retail sale of the product, except for tobacco products for chewing and sniffing. The additional warnings shall be printed on equal number of unit packs.
3. Any unit packet and any outside packing of tobacco products for chewing and sniffing, except for the additional transparent wrappers, used in the retail sale of the product, shall carry a warning 'This tobacco product may damage your health and is addictive', on the most visible surface.

4. The general warning required pursuant to paragraph 1 shall cover not less than 30 % of the corresponding surface, and the additional warning on unit packet of cigarettes shall cover not less than 40 % of the corresponding surface.
5. On unit packets intended for products other than cigarettes, the most visible surface of which exceeds 75 cm<sup>2</sup>, the general and additional warnings referred to in paragraph 1 and 3 shall cover an area of at least 22,5 cm on the corresponding surface.

#### Article 6

Except in the cases referred to in Article 7, the text with the yield of the harmful substances referred to in Article 4 and the texts of the general and additional warnings referred to in Article 5, except for the tobacco products intended for chewing and sniffing, should meet the following requirements:

1. to be printed in Bulgarian language in black Helvetica bold type on a white background and the point size of the font shall be determined such as to occupy the greatest possible proportion of the area set aside for the text required;
2. to be in lower-case type, except for the first letter of the message and the first letter of the words “Вас”, “Вашето”, “Вашия” and “Ви”;
3. to be centered in the area in which the text is required to be printed, parallel to the top edge of the packet;
4. to be surrounded by a black border not less than 3 mm and not more than 4 mm in width which in no way interferes with the text of the warning or the information for the yield of harmful substances;
5. not to be placed where they can be damaged by the opening of the packet;
6. not to be printed on a packing that is removed when the packet is opened or on the tax stamps (stickers) and shall in no way hide, obscure or interrupt by other written or pictorial matter.

#### Article 7

The general warning and the additional warnings referred to in Article 5, as well as the yield indications of harmful substances referred to in Article 4 on tobacco products intended for commercial entities licensed for duty-free trade may be printed also in English and should meet the requirements of Article 6 and the other provisions of this Ordinance.

#### Article 8

1. The unit packet of the tobacco product shall be marked in any appropriate manner (by batch numbering or equivalent) to ensure the identification of the place and time of manufacture of the product and its traceability.
2. Texts, names, trade marks and figurative and other signs suggesting that a particular product is less harmful than others should not be placed on the unit packets of tobacco products.

### Section III

Standards for evaluation of the tar, nicotine and carbon monoxide yield in cigarettes

#### Article 9

1. The tar yield shall be determined on the basis of ISO standard 4387.
2. The nicotine yield shall be determined on the basis of ISO standard 10315.
3. The carbon dioxide yield shall be determined on the basis of ISO standard 8454.

### Section IV

## Control and sanctions

### Article 10

The control on the application of this Ordinance shall be carried out by the Commission on Trade and Protection of Customers.

### Article 11

The infringements of the provisions of this Ordinance shall be sanctioned under Article 46 of the Law on Tobacco and Tobacco Products.

## Transitional and Final Provisions

§1. The tobacco products that excise band affixed on them as of the date of the enforcement of this Ordinance and are not labeled according to its requirements, may be sold till the quantities run out, but not later than 31 December 2005.

§2. This Ordinance is issued on the grounds of Article 35a, Para 2 and Article 35b, Para 1 of the Law on Tobacco and Tobacco Products.

§3. This Ordinance enters in force on 1 January 2005.

Annex  
To Art. 5, Para 2

## List Of additional warnings

1. Smokers die younger.
2. Smoking clogs the arteries and causes heart attacks and strokes.
3. Smoking causes lung cancer.
4. Smoking when pregnant harms your baby.
5. Protect children: don't make them breathe your smoke.
6. Your doctor or your pharmacist can help you stop smoking.
7. Smoking is highly addictive, don't start.
8. Stopping smoking reduces the risk of fatal heart and lung diseases.
9. Smoking can cause a slow and painful death.
10. Smoking may reduce the blood flow and causes impotence.
11. Smoking causes aging of the skin.
12. Smoking damages the sperm and decreases fertility.
13. Smoke contains benzene, nitrosamines, formaldehyde and hydrogen cyanide.
14. Get help to stop smoking: telephone (number of the national hot line for stop smoking support).