

GOVERNMENT OF PAKISTAN
MINISTRY OF HEALTH

Islamabad, the 25th day of September 2008

NOTIFICATION

S.R.O.(I)/2008: In exercise of the powers conferred by Section 8 of the Cigarette (Printing of Warning) Ordinance, 1979 (LXXIII of 1979), the Federal Government is pleased to direct that the following amendment shall be made in the Cigarette (Printing of Warning) Rules, 2003, namely:

In the aforesaid Rules, for Rule 2, the following shall be substituted, namely:

“2. Frequency, dimensions and other specifications of the health warning:

(1) One of the following sets of health warning shall be printed for a period of six months on cigarettes packets and printed cigarette outers starting from the 01st July 2009, and be changed rotationally every six months in the order prescribed below, namely:

a) **WARNING:** Protect children. Do not let them breathe your smoke. Ministry of Health.

خبردار۔ بچوں کو سگریٹ کے دھوئیں سے محفوظ رکھیں۔ وزارتِ صحت

b) **WARNING:** Smoking causes mouth and throat cancer. Ministry of Health.

خبردار۔ تمباکو نوشی منہ اور گلے کے کینسر کا باعث ہے۔ وزارتِ صحت

c) **WARNING:** Quit smoking; live longer life. Ministry of Health.

خبردار۔ تمباکو نوشی ترک کیجئے، لمبی زندگی پائیے۔ وزارتِ صحت

d) **WARNING:** Smoking severely harms you and the people around you. Ministry of Health.

خبردار۔ آپ اور آپ کے ارد گرد کے لوگوں کے لئے تمباکو نوشی سخت مضر ہے۔ وزارتِ صحت

Explanation 1: For the purposes of these Rules, ‘outers’ means the packaging containing few packets of cigarettes.

Explanation 2: Printing of health warning on outers is only required when the outer obscures the health warning on the packets contained therein.

(2) The health warning shall be printed on the top front side of the cigarette packets and outers in Urdu and on the top backside of the packets and outers in English.

(3) The health warning shall cover at least 30% of the packets and outers on front and back side in rectangular box.

(4) Other specifications are outlined as under, namely:

a) Packets:

- (i) Font size: minimum 4mm on packet of 20, minimum 3mm on packet of 10.
- (ii) Font: Helvetica condensed.
- (iii) Outline: 1.2 pt.

b) Outers:

- (i) Font size: height minimum 5mm on outer of 20, and minimum 4mm on outer of 10.
- (ii) Font: Helvetica condensed.
- (iii) Outline: not less than 2.0pt.

(5) Words "WARNING" and **تبردار** shall be printed in letters visibly bolder than the rest of the health warning

(6) Packets and outers of cigarettes manufactured for consumption in Pakistan, shall not be cleared from the factory premises with effect from the 01st July 2009, unless these bear the health warning in the prescribed order of rotation given in sub-rule 1.

(7) Packets and outers of cigarettes imported for consumption in Pakistan, shall not be cleared from the port of entry with effect from the 01st July 2009, unless these bear the health warning in the prescribed order of rotation given in sub-rule 1.

(8) Notwithstanding anything contained in this Rule, at the end of each rotational period cigarette manufactures and importers shall be allowed a grace period not exceeding 30 days to manufacture and clear from the factory premises and port of entry consignment of packets and outers bearing the health warning prescribed for the expired rotational period."

[F.No.]


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The MANAGER
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ISLAMABAD.