

**Notification of the Ministry of Public Health**

**(No. 15) B.E. 2554 (A.D. 2011)**

**Re: Criteria, Procedures and conditions of words or statements revealing which may lead to misunderstanding or consumed motivation on the labels of cigarette, cigar, shredded tobacco or blended shredded tobacco pursuant to Tobacco Product Control Act B.E. 2535 (A.D. 1992)**

-----

By virtue of the provision of Section 12 of Tobacco Product Control Act B.E. 2535 (A.D. 1992) which is the law containing certain provisions with respect to the restriction of rights and liberties of persons, where Section 29 in conjunction with Section 43 of Thai Constitution of the Kingdom of Thailand so permit by virtue of the statutory provisions, the Minister of Public Health hereby issues a Notification as follows:

Clause 1 Repeal the Notification of the Ministry of Public Health (No. 12) B.E. 2549 (A.D. 2006) Re: Criteria Procedures and conditions for displaying words or statements which may lead to misunderstanding on the labels of cigarette, cigar and shredded tobacco Pursuant to Tobacco Product Control Act B.E. 2535 (A.D. 1992)

Clause 2 Labels on package, box, container or cover of cigarette, cigar, shredded tobacco or blended shredded tobacco which is manufactured in or imported to the Kingdom shall not have these following words. :

(1) “Mild”, “medium”, “light”, “ultra light” or “low tar” as well as any other words or statements which have similar meaning that may lead the consumer understand that the cigarette, the cigar, the shredded tobacco or the blended shredded tobacco is less dangerous or less toxicant than general cigarette, cigar, shredded tobacco or blended shredded tobacco.

(2) “Cool”, “ice”, “frost”, “crisp”, “fresh”, “mint”, “mellow”, “rich”, “strong” or “extra strong” as well as any words or statements which indicate scent or flavor that persuade consumer to consume the cigarette, cigar, shredded tobacco or blended shredded tobacco.

(3) “Smooth”, “natural”, “special”, “genuine”, “luminous”, “extra”, “premium”, “finest” or “best selected” as well as any words or statements which indicate qualification or quality that persuade consumer to consume the cigarette, cigar, shredded tobacco or blended shredded tobacco.

The word “statement” in paragraph one also includes meaning of the act that appears with letters, symbols or pictures those convey people to understand.

Clause 3 This Notification shall not enforce to cigarette, cigar, shredded tobacco or blended shredded tobacco which is manufactured in or imported to the Kingdom as follows.

(1) Cigarette, cigar, shredded tobacco or blended shredded tobacco which is manufactured or imported for distribution out of the Kingdom or imported to use as a

sample for testing, analysis or research with particulars of manufacture or import being clearly stated for such purpose.

(2) Cigarette, cigar, shredded tobacco or blended shredded tobacco which is carried with traveler upon the indulgent amount to carry without permission from authority according to The Excise Department Notification for consumption purpose only.

Clause 4 Cigarette, cigar, shredded tobacco or blended shredded tobacco which is manufactured or imported for distribution in the Kingdom before this Notification is effective, shall be exempted from this Notification enforcement but shall not exceed ninety days since this Notification is effective.

Clause 5 In case of problems arising from the execution of this Notification, it shall be finally settled and decided by the Director-General of the Department of Disease Control.

Clause 6 This Notification shall become effective after one hundred and eighty days overdue subsequent to the day of its publication in Government Gazette.

Notified on this 12th day of April, B.E. 2554 (A.D. 2011)

Jurin Laksanawisit

(Mr. Jurin Laksanawisit)

Minister of the Ministry of Public Health