

Notification of the Ministry of Public Health

RE: Criteria, Procedures and Conditions for Displaying Labels and Statements on Labels of Cigarettes B.E. 2552 (A.D. 2009)

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

Clause 1. The following notifications shall be repealed:

(1) The Notification of the Ministry of Public Health (No. 11) B.E. 2549 (A.D. 2006), Re: Criteria, Procedures and Conditions for Displaying Pictures and Statements Relating to Warning on Harm; Date, Month and Year of Manufacture; Manufacturing Source and Sale Only in the Kingdom of Thailand on Labels of Cigarettes and Cigars, issued under the Tobacco Products Control Act, B.E. 2535 (A.D. 1992)

(2) The Notification of the Ministry of Public Health (No. 14) B.E. 2550 (A.D. 2007), Re: Criteria, Procedures and Conditions for Displaying Pictures and Statements Relating to Warning on Harm; Date, Month and Year of Manufacture; Manufacturing Source and Sale Only in the Kingdom of Thailand on Labels of Cigarettes and Cigars, issued under the Tobacco Products Control Act, B.E. 2535 (A.D. 1992)

(3) The Notification of the Ministry of Public Health Re: Modification of Templates of Pictorial Labels and Statements of Warning on Harm of Cigarette following the Notification of the Ministry of Public Health (No. 11) B.E. 2549 (A.D. 2006), Re: Criteria, Procedures and Conditions for Displaying Pictures and Statements Relating to Warning on Harm; Date, Month and Year of Manufacture; Manufacturing Source and Sale Only in the Kingdom of Thailand on Labels of Cigarettes and Cigars, issued under the Tobacco Products Control Act, B.E. 2535 (A.D. 1992)

Clause 2. Cigarettes manufactured in or imported into the Kingdom shall be provided with labels printed with pictures and statements of warning on the harm of cigarettes wherein the picture shall be printed in 4-color and display a statement of warning on the harm of cigarettes as specified. The picture and the statement of warning on the harm of cigarettes shall be placed at the top edge of the cigarette pack or carton and the cigarette box or the cigarette pack or carton paper wraps on both sides covering the maximum area that can be clearly seen.

The pictorial labels and the statements of warning on the harm of cigarettes as specified in paragraph one shall be any of the assortment of the 10 types of pictorial labels and statements of warning on the harm of cigarettes printed with a ratio of 1 type to 5,000 cigarette packs or cartons.

All these 10 types of pictorial labels and statements of warning on the harm of cigarettes shall be of a size of 5.5 x 4.75 centimeters in accordance with the templates of pictorial labels and statements of warning on the harm of cigarette and printed in 4-color pictures as attached hereto.

- Type 1.** Picture with warning statement “Smoking Causes Fatal Emphysema”
- Type 2.** Picture with warning statement “Cigarette Smoke Causes 10 Types of Cancer”
- Type 3.** Picture with warning statement “Smoking Causes Lung Cancer”
- Type 4.** Picture with warning statement “Cigarette Smoke Kills People Nearby”
- Type 5.** Picture with warning statement “Smoking Causes Laryngeal Cancer”
- Type 6.** Picture with warning statement “Smoking Causes Stroke”
- Type 7.** Picture with warning statement “Smoking Causes Oral Cancer”
- Type 8.** Picture with warning statement “Smoking Causes Heart Failure”
- Type 9.** Picture with warning statement “Smoking Causes Bad Breath”
- Type 10.** Picture with warning statement “Smoking Causes Foot Gangrene”

In carrying out the printing of pictorial labels and statements of warnings on the harm of cigarettes, the manufacturer or importer of cigarettes shall print them from the template CD provided by the Department of Disease Control, Ministry of Public Health only. In this regard, the size and the position of the letters, the warning statement as well as the picture shall conform to those appear in the templates.

The provisions of paragraphs one, two and three shall not apply to colorless and transparent materials used to wrap cigarette packs or cartons and to the boxes or cigarette pack or carton paper wraps on which the pictorial labels and the statements of warning on the harm of cigarettes can be clearly seen.

Clause 3. The printing of the pictorial labels and statements of warnings on the harm of cigarettes on cigarette packs or cartons under Clause 2 shall be carried out as follows:

(1) An area size on both sides shall not be less than 55 percent of the side of the cigarette pack or carton having the maximum area

(2) The size of the pictorial label and the statement of warning on the harm of cigarettes under paragraph three of Clause 2 shall apply to cigarette packs or cartons having areas on the front side or the back side of the cigarette pack or carton between 42 – 50 square centimeters.

(3) For cigarette packs or cartons having areas smaller or larger than 42 – 50 square centimeters, the pictorial label and the statement of warning on the harm of cigarettes as specified in paragraph three of Clause 2 shall be reduced or enlarged in accordance with the proportion of the width and length of the pictorial label and the statement of warning on the harm of cigarettes. In this regard, the area on both sides shall not be less than 55 percent of the side of the cigarette pack or carton having the maximum area. The pictorial label and the statement of warning on the harm of cigarettes shall be at the top edge, adjacent to the left side of the cigarette pack or carton.

Clause 4. In case of the cigarette pack or carton on which the pictorial label and the statement of warning on the harm of cigarettes cannot be display as specified in Clause 2 and Clause 3, the size of the pictorial label and the statement of warning on the harm of cigarettes shall be reduced or enlarged as described in paragraph three of Clause 2 in accordance with the proportion of the width and length of the pictorial label and the statement of warning on the harm of cigarettes until it is unable to reduce the enlarge the pictorial label and the statement of warning on the harm of cigarettes. If the pictorial label and the statement of warning on the harm of cigarettes still cover less than 55 percent of the side of the cigarette pack or carton having the maximum area, black area on top of the pictorial label and the statement of warning on the harm of cigarettes shall be added to make such pictorial label and statement of warning be not less than 55 percent of the side of the cigarette pack or carton having the maximum area.

Clause 5. In case where the cigarette pack or carton is not of a rectangular shape, there shall be the printing of the pictorial label and the statement of warning on the harm of cigarettes. The pictorial label and the statement of warning on the harm of cigarettes shall be printed on the cigarette pack or carton in accordance with templates specified in paragraph three of Clause 2. The pictorial label and the statement of warning on the harm of cigarettes shall present not less than 2 pictures per one cigarette pack or carton covering an area of not less than 55 percent of the area of the cigarette pack or carton of a non-rectangular shape at the position adjacent to the top edge.

Clause 6. In respect of cigarette boxes or cigarette pack or carton paper wraps with a size between 235 to 240 square centimeters, the pictorial label and the statement of warning on the harm of cigarettes shall be printed with a size equal to that printed on the cigarette pack or carton are displayed on the cigarette box or cigarette pack or carton paper wraps in a consecutive order from the top edge of both sides with the maximum area, each side with 5 pictures. All of the 10 types of pictorial labels and statements of warning on the harm of cigarettes shall be printed nonrepetitively.

In case of cigarette boxes or cigarette pack or carton paper wraps with less than 10 cigarette packs or cartons, each shall display a different pattern of pictorial labels and statements of warning on the harm of cigarettes.

In case of cigarette boxes or cigarette pack or carton paper wraps with more than 10 cigarette packs or cartons, all 10 patterns of pictorial labels and statements of warning on the harm of cigarettes shall be printed with some cigarette packs or cartons displaying the same pattern.

For cigarette boxes or cigarette pack or carton paper wraps with areas greater or less than that stated in paragraph one, the pictorial label and the statement of warning on the harm of cigarettes shall be printed on both sides in number equal to the number of cigarette packs or cartons in the box or in the paper wraps by displaying them on the top left edge. In case where the area on the top left edge is not sufficient for printing the pictorial label and the statement of warning on the harm of cigarettes as specified, the pictorial label shall be printed on the remaining area of the cigarette box or the paper wraps of cigarette packs or cartons correspondingly to the entire number of cigarette packs or cartons in the box or in the paper wraps.

The pictorial label and the statement of warning on the harm of cigarettes printed on the packs or cartons of cigarettes in the box or the cigarette pack or carton paper wraps shall not be less than two types per one cigarette box or cigarette pack or carton paper wraps.

Clause 7. Cigarettes manufactured in or imported into the Kingdom shall be dealt with as follows:

(1) Provision of statements showing the date, month and year of manufacture on either lateral region of the cigarette pack or carton other than the area specified for displaying the names of toxic or carcinogenic substances.

(2) Provision of statements showing the source of cigarettes in respect of whether they are manufactured in the Kingdom of Thailand or in what country on the front area adjacent to the lower edge of the cigarette pack or carton and the cigarette box or the cigarette pack or carton paper wraps.

(3) Provision of a statement showing “For Sale in the Kingdom of Thailand” on the back side adjacent to the lower edge of the cigarette pack or carton and the cigarette box or the cigarette pack or carton paper wraps.

The statements under paragraph one shall be displayed in Thai using “Si Praya” or similar fonts of not less than 10 points size for cigarette packs or cartons and not less than 30 points size for cigarette boxes or cigarette pack or carton paper wraps. The letters shall be printed in black on a white background bordered by a black frame or if the label background is black, white letters shall be used without a bordered frame.

Clause 8. Cigarettes manufactured or imported for the purpose of distribution out of the Kingdom or imported as samples for testing, analysis and research with particulars of manufacture of import being clearly stated for such purpose shall be exempted from this Notification.

Clause 9. Cigarettes that have been manufactured in or imported into the Kingdom prior to the effective date of this Notification shall be exempted from the display of labels under this Notification, but this shall not exceed 90 days from the effective date of this Notification.

Clause 10. 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 11. This Notification shall be in effect after the expiration of 180 days on the day following the date of its publication in the Government Gazette.

Notified on this 24th day of August B.E. 2552 (A.D. 2009)

Wittaya Kaewparadai
Minister of Public Health

Ten Templates of Pictorial Labels and Statements of Warning on Harm of Cigarettes

(The Templates on the CD are .tif and .AI files)

Template 1



Template 2



Template 3



Template 4



Template 5



Template 6



Template 7



Template 8



Template 9



Template 10

