

THE PROVINCIAL GOVERNMENT OF THE REPUBLIC OF
THE UNION OF MYANMAR

The Ministry of Health

Notification No. /2021

The Day of ,

(Day of , 2021)

In exercising the power conferred under sub-section (e) and (h) of section 8, and sub-section (b) of section 19 of the Control of Smoking and Consumption of Tobacco Products Law, the Ministry of Health hereby issues this Order.

Chapter I

Title, Effective Date and Definition

1. (a) This Order shall be called the “**Order relating to Standardized Packaging of, and Printing Graphic Health Warning Images and Texts on Cigar and Tobacco Products.**”
- (b) This notification shall come into force on the date of completion of **180** days from its issuance.

2. The expressions contained in this Order shall have the same meanings, as are assigned to them in the “Control of Smoking and Consumption of Tobacco Product Law”, and in addition, the following expressions shall have the meanings given hereunder:
 - (a) **Small cigar package** means the cigar package as a first stage packaging of cigar and tobacco products according to their quantity, weight, and volume or *size measurement*.
 - (b) **Large cigar package** means a carton, box, bundle, container or unit of small cigar packages, packed for the purpose of retail sale.
 - (c) **Cigarette packet** means a small cigar package comprised and packed of 20 cigarette sticks.

- (d) **Cigarette carton** means a large cigar package comprised and packed of 10 cigarette packets
- (e) **Cigar rolling material** means a small paper rolling material or *thanaphet* leaves, corn leaves, sugar cane leaves and a piece of daily newspaper or any kind of similar materials rolled at the side of root or filter-tip of the cheroot, cigar and cigarette, or any other similar forms of tobacco products
- (f) **Inner collar of cigarette packet** means the component of outer surface of the packaging which is covered when it is unopened.
- (g) **Cigar package of retail sale** means small cigar package or large cigar package which is packaged for the purpose of selling directly to the consumer.
- (h) **Depiction of trademark** means description of brand name, symbol, graphic, trademark, promotion message, and health warning and caution texts ascribed as legal requirement on cigarette stick or tobacco products or retail sale cigar package in order to differentiate types of cigarette brands and tobacco products, and any other form of depiction, the use of trademark in other products and put on sale together with other products. In this expression, putting on sale with and mixing with other products for the purpose of advertising and promotion are also covered.
- (i) **Packaging material** means any material used for covering, wrapping, or any other materials used as container, package or small pouch, or box made up of tin, or any other kind of materials, and depiction of trademark and graphic health warning texts and images on or inside the packaging for retail sale.

Chapter II

Application

3. This Order shall apply to importation, domestically manufacturing and processing, distribution, transportation and selling of the cigarette, cheroot and cigar including various kind of tobacco products such as *compounded tobacco*, *Hnut Say*, *Kwan Sar Say*, etc. and other tobacco products, which are complied with the standardized packaging design, printing of health warning images and texts, for the purpose of retail sale. This Order shall not apply to the cigar and tobacco products manufactured for export, and imported duty-free cigar and tobacco products, not more than the prescribed quantities and amounts which are exempted from the Customs duty, for in-coming visitors according to the Customs Act.

Chapter III

Standardized Packaging of Cigar and Tobacco Products, and Health Warning Images and Texts on Packaging Materials

4. Cigar packages for retail sale within the Union shall be packaged in accordance with the following standardized criteria:
- (a) Outer surface of the cigar package shall be **pale grey** (Pantone Cool Grey 2 C) on a matt-Pantone 448 C.
 - (b) The outer surface shall not be molded, designed, embroidered, or permeable matt designed. It shall be normal surface without any make up.
 - (c) If the packaging material is to be further wrapped with another layer, the material used shall be transparent and not colored. Do not depict anything on such further wrapped packaging material.
 - (d) Every inner surface of any packaging material shall be white.
 - (e) Any artificial scent or fragrance shall not be added other than the natural scent of tobacco, or addition of sound in tobacco products shall not be created.
 - (f) Front and back surfaces, top and bottom surfaces, and lateral sides of cigar packages of retail sale shall be deemed and packed according to standardized criteria set out by the Department of Public Health.
5. If cigar packages for retail sale within the Union are rectangular in shape, it shall obtain the approval from the Department of Public Health, health warning images and texts **as** contained in the annex of this Order to be printed and depicted in accordance with the following standardization:
- (a) Myanmar word, in *Pyidaungsu* font, shall be used for printing.
 - (b) Not less than 75% of upper part of front and back surfaces of the cigar package shall be used for printing of health warning images and texts, with the composition of graphic health warning image for 50% and the health warning text for 25% accordingly.
 - (c) Color of the health warning text to be printed together with the health warning images shall be white (blue (C) = 0%, red (M) = 0%, yellow (Y) = 0%, and black (K) = 0%), and the background color of the text shall be black (blue (C) = 50%, red (M) = 50%, yellow (Y) = 50%, and black (K) = 100%), and the size of warning texts shall be printed and depicted as described by the Department of Public Health.

- (d) Health warning texts of **“Smoking is harmful to your health”** and **“Stop Smoking”** shall be printed on the top surface of the cigar package; **“Nicotine, Tar and Carbon Monoxide contained in Cigars can cause heart and lungs diseases”** and **“Stop Smoking”** shall be printed on the right lateral side; **“Cigar contains cancer causing compounds like Nitrosamine, Benzopyrene and others”** and **“Stop Smoking”** shall be printed on the left side surface of the cigar package. The background of the text shall be yellow color (blue (C) = 0%, red (M) = 0%, yellow (Y) = 100%, and Black (K) = 0%), and the health warning text shall be printed in black color (blue (C) = 50%, Red (M) = 50%, Yellow (Y) = 50% and Black (K) = 100%), with the font size of the warning texts at least 4 mm height (*Pyidaungsu* font size 9.5) for the small cigar package, or at least 6 mm height (*Pyidaungsu* font size 13) for the large cigar package.
- (e) The text of **“Not for sale for those under 18 years old”** shall be printed in white (blue (C) = 0%, red (M) = 0%, yellow (Y) = 0%, and Black (K) = 0%), on the uppermost of the left lateral side; with the black background color (blue (C) = 50%, red (M) = 50%, yellow (Y) = 50%, and black (K) = 100%). Printing shall be on the diagonal side of cigar package, and texts shall be described at least 3 mm height (*Pyidaungsu* font size 7) for the small cigar package, and at least 6 mm height (*Pyidaungsu* font size 13) for the large cigar package.
- (f) Brand and variant names of cigar and tobacco products shall be printed either in Myanmar or English languages, on the remaining space of front and back surfaces of the cigar packages as per following:
- (1) Shall be printed in Pale Grey (Pantone Cool Grey 2C) on the background of drab ***brown*** (Pantone 448C)
 - (2) Font type shall be *Pyidaungsu* font and font size shall be identical, and not more than 4 mm in height (*Pyidaungsu* font size 9.5) for the small cigar package, or not more than 8 mm in height (*Pyidaungsu* font size 17.5) for the large cigar package. Thickness of letter shall be normal.
- (g) If the name of manufacturer, country of origin and manufacture date are to be ascribed on the bottom 25% of the right lateral surface of an individual cigar package, texts should be printed as per following:
- (1) in Pale Grey (Pantone Cool Grey 2C) on the background of drab brown (Pantone 448C)
 - (2) Font type in *Pyidaungsu* font and font size shall be identical, and not more than 2 mm in height (*Pyidaungsu* font size 5) for the small cigar package, and not more than 4 mm in height (*Pyidaungsu* font size 9.5) for the large cigar package. Thickness of letter shall be normal.

- (h) If bar code to be printed, it shall be printed only on the bottom surface of the cigar package. And colour shall be black and white, and size be in rectangular. Any other variant in shape and dimension is prohibited.
- (i) When the facts related to quantity and weight are to be printed, it shall only be described at the bottom surface and printed as follows:
 - (1) Shall be printed in Pale Grey (Pantone Cool Grey 2C) on the background of drab brown (Pantone 448C).
 - (2) Font type shall be *Pyidaungsu* font. Font size shall be identical and normal, and shall be not more than 2 mm in height (*Pyidaungsu* font size 5). Thickness of letter shall be normal.
 - (3) Quantity and weight shall be only described in numeric.
- (j) When the health warning image and text are printed for the large cigar package, various templates of health warning images and texts shall be used in line with the size of the large cigar package accordingly.
- (k) Any other text, design, image, colour, logo, trademark, symbol, addition of sound feature into the cigar package, or any similar acts for the purpose of advertisement and sale promotion shall not be made directly or in-directly on the cigar package.
- (l) Any extra page or card or any other kind of similar material depicting trademark, logo, graphic design, symbol and texts shall not be included or attached on the outer surface or inside of the cigar package.
- (m) Other than the description of price and product information, any other electronic symbols including QR code shall not be depicted.

6. Cigar packages for retail sale in the Union are not rectangular in shape, health warning image and text on the packaging of tobacco products shall be printed in accordance with the standardized packaging criteria set out in the annex of this Order, and shall be obtained the approval from the Department of Public Health, and printed and depicted in accordance with the following standardization:

- (a) If the shape of cigar package is cylinder (circular pack, bottle, bundle, etc.), all necessary facts described on the front and back surfaces and two lateral surfaces of those cigar packages as per provisions aforementioned in paragraphs 5 (a) (b) (c) (d) (e) (f) and (g), shall be described on the whole outer surface of the cylinder-shaped cigar package. Facts to be described on the top surface of the cylinder-shaped cigar package as per paragraph 5 (d), and bar code, quantity and weight shall be described as per paragraph 5 (h) and (i).

- (b) If the cigar package has two surfaces, all facts described at the top, front surface and right lateral surfaces of those cigar packages as per provisions aforementioned in paragraphs 5 (a), (b), (c), (d), (f) and (g), shall be described on the front surface; and all facts described on the back surface, at the bottom and left lateral surfaces of those cigar packages as per provisions aforementioned in paragraphs 5 (a), (b), (c), (d), (e), (f), (g) and (h) shall be described on the back surface of the cylinder-shaped cigar package.
- (c) Health warning image and text shall be described proportionately to the size of the pack and clearly on the cigar package as per paragraph 5 (b) and (c).
- (d) Brand and variant names of the products shall be printed proportionately to the size of the pack as per paragraph 5 (f) and in the defined colour.
- (e) Any other matters shall be complied with paragraphs 5 (j), (k) and (l), and if the packaging of the cigar and tobacco product is different from the standardized packaging provision set out in this notification, authorization from the Department of Public Health shall be sought for printing.

7. Design of the single (individual) cigarette stick shall be in line with the following criteria:

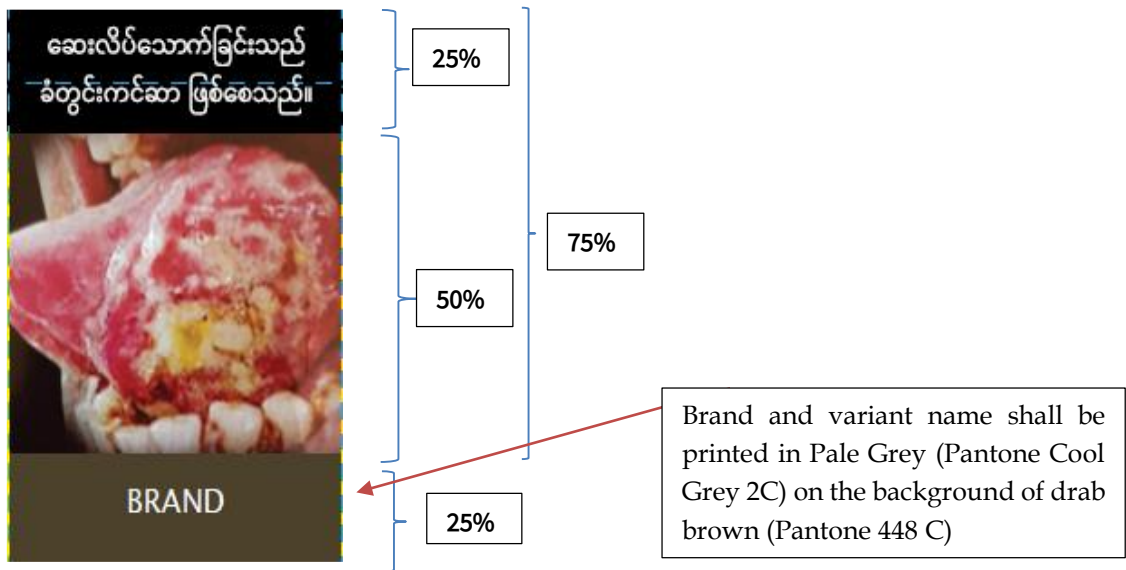
- (a) The color of the material of the filter-tip of the cigarette, the cover of the filter and rolling paper of cigarette and other parts of the cigarette shall be made of uniformly white with a matt finish. However, white or cork colour may be used for the cover of the filter of cigarette.
- (b) For the purpose of identifying the brand name and variant name of cigarette, an alphanumeric code is to be described, it shall follow the following criteria:
 - (1) Texts shall be described only within 38 mm only from the end point of the filter.
 - (2) If mentioning in Myanmar language, it shall be depicted in an alphanumeric and numeral only.
 - (3) If mentioning in English language, it shall be depicted the first character of the text only in uppercase, and an alphanumeric, numeral and "&" shall be depicted.
 - (4) Font type shall be *Pyidaungsu* font.
 - (5) Colour of text shall be grey and drab brown with a matt finish.
 - (6) Font size shall not be more than 2 mm in height (*Pyidaungsu* font size 5). Thickness of letter shall be normal.

- (c) No other description of text or image, etc. shall be described, except the first character of the text only in uppercase (if in English), numeral and an alphanumeric code.

8. In printing the cigarette packet, the following criteria shall be used for printing and depicting in addition to the standardized criteria set out in paragraph 5:

- (a) Regardless the flip top lid of the cigarette packet is opened or closed, the health warning image and text altogether required to be printed on the front surface, health warning text on the right lateral surface, health warning text except for the space allotted for tax stamp on the left lateral surface shall not be torn apart or detached from the cigarette packet. The lid cover of the cigarette packet shall be fitted in the defined space, and shall not exceed or less than upper 25% of the cigarette packet.

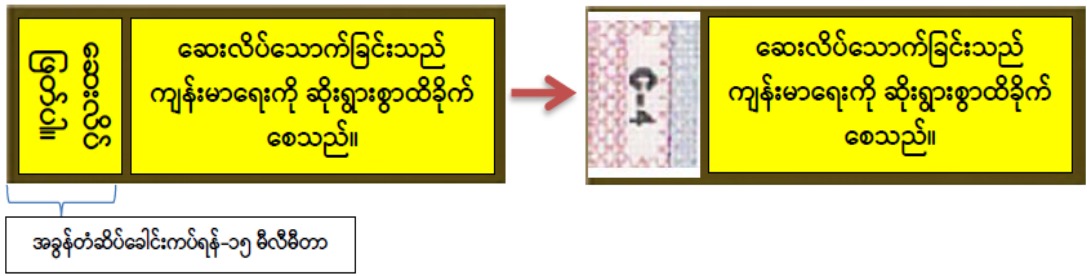
[Health warning image and text 75% = (Health warning image 50% + text 25%)]



- (b) In printing of health warning texts and facts at the top and bottom, and two lateral surfaces as per provisions of paragraph 6, shall be complied with the following:

[Top Surface]

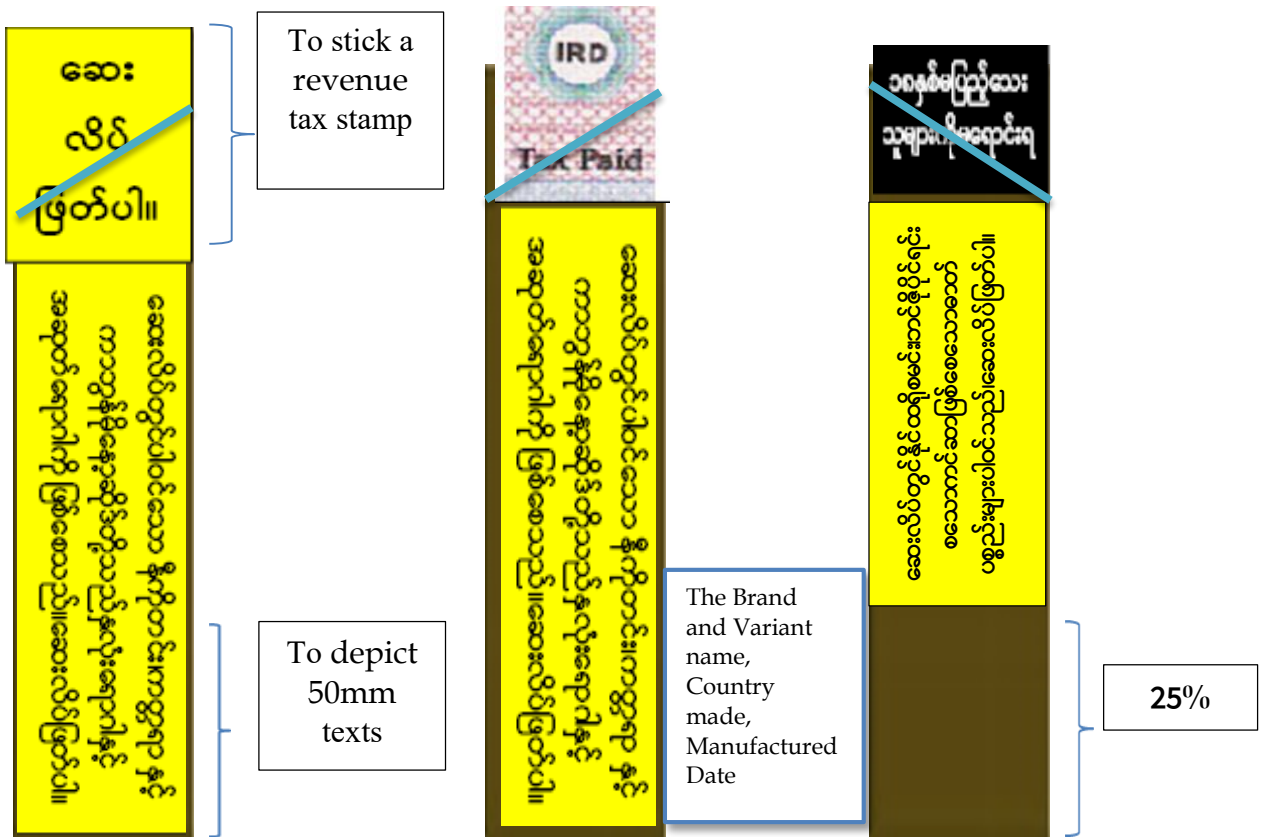
အပေါ်မျက်နှာပြင်



To stick revenue tax stamp

Right Side Panel

Left Side Panel



Bottom Panel



- (c) The inner lining of a cigarette packet shall be thin aluminum silver colored foil on the white colored paper. The rest or removed part of silver coloured foils shall not be printed any trademark, logo, colored, designs, marks, texts and with reflected paper.
- (d) The color of the inner collar of cigarette packet shall be matt finish pantone 448c (drab brown). There shall not be printed, designed, reflected, created with any dented or concave and embossed trademark, logo, coloured, designs, marks and texts on the inner collar.
- (e) If there is a plastic or other wrapper that covers the cigarette packet, it may be included one tear tape. The tear tape shall be either entirely black or transparent and not coloured, and form a single continuous straight line of constant width, not wider than 3 mm. There shall be no texts and marks on the tape.

9. In printing the cigarette carton, it shall be printed as indicated in paragraph 5, and it shall be obtained the approval of Department of Public Health, and shall be printed in accordance with the following standards:

- (a) The font size of the health warning texts shall be clearly printed and depicted in accordance with the standards for large cigar package described in paragraph 5, Sub-paragraphs (d) and (e).
- (b) The health warning texts and images on the front and back surfaces of cigarette carton shall be printed as described in paragraph 5, Sub-paragraphs (c) and (j) according to the standards prescribed by the Department of Public Health.
- (c) The brand and variant name shall be printed in accordance with the standards for large cigar package as described in paragraph 5, Sub-paragraph (f).
- (d) The name of manufacturer, the country made and the manufactured date, month and year shall be printed and described in accordance with the standards for large cigar package described in paragraph 5, Sub-paragraph (g).

10. In printing and packaging of the cheroots, cigars and other similar cigars and tobacco products, it shall be complied with the standards as prescribed in paragraphs 5 and 6, and shall be obtained the approval of Department of Public Health, and shall be printed in accordance with the following standards:

- (a) Rolling material of cheroot, cigar and other similar cigars shall not be more than 1 cm. If it is desired to depict the name of trademark of the brand and variant, it shall be printed as follows:

- (1) Font color shall be pale grey (Pantone Cool Grey 2 C) printed on a matt opaque couch background (Pantone Opaque Couche – Pantone 448 C)].
 - (2) The font size of the trademark brand and variant name shall be typed with *Pyidaungsu* font not more than 4 mm (*Pyidaungsu* font 9.5), and brand logo shall not be included.
 - (3) If mentioning in English language, it shall be depicted the first character of the text only in uppercase, and thickness of letter shall be normal, and nothing shall be printed on it except brand and variant name.
- (b) If it is desired the material used for wrapping of each cheroot, cigar and similar product, it shall be covered and packed with transparent plastic and without colour. No texts and marks shall not be printed on such covering plastic.
 - (c) The size of health warning texts and images shall be clearly printed and depicted in bigger or smaller texts and images in the same ratio as described in paragraph 6, Sub-paragraph (c).
 - (d) The trademark brand and variant name shall be printed in accordance with the standards for small cigar package and large cigar package as described in paragraph 6, Sub-paragraph (f), and shall be the same size.
 - (e) The name of manufacturer, the country of origin and the manufactured date, shall be printed and depicted in accordance with the standards for small cigar package and large cigar package as described in paragraph 6, Sub-paragraph (g), and the size shall be the same.
11. In packaging the steamed tobacco, such as: *compounded tobacco, Hnut Say and Kwan sarsay* (chewing tobacco), etc. as cigar package of retail sales, health warning texts and images shall be complied with the standardized criteria as prescribed in paragraphs 5 and 6, and shall be obtained the approval of Department of Public Health, and shall be printed in accordance with the following standards:
- (a) The size of health warning texts and images shall be clearly printed in bigger or smaller texts and images in the same ratio as described in paragraph 5, Sub- paragraph (c).
 - (b) The trademark brand and variant name shall be printed in accordance with the standards for small cigar package and large cigar package described in paragraph 5, Sub-paragraph (f), and shall be the same size.
 - (c) If the name of manufacturer, the country of origin and the manufactured

date shall be described and printed, these will be in accordance with the standards for small cigar package and large cigar package as described in paragraph 5, Sub-paragraph (g), and **the size of cigar package** shall be the same.

12. In respect of printing and mentioning the cigar, cigarette and other tobacco product packages of retail sale within the Union in accordance with the standardized criteria as depicted in above paragraphs 4 to 11:

- (a) All health warning images and texts mentioned in the Annex shall be printed and **depicted concurrently in equal quantity;**
- (b) The Department of Public Health of the Ministry of Health shall change and **prescribe** the new health warning texts and images **contained in the Annex, once** in every three years.
- (c) Whosoever imports, manufactures, distributes and sells cigarette, cheroot, **cigar and other tobacco products** shall **print** and **depict** the prescribed health warning texts and images by the Department of Public Health of the Ministry of Health.
- (d) If there are different brand variant names, the health warning texts and images shall be separately printed for each variant name.

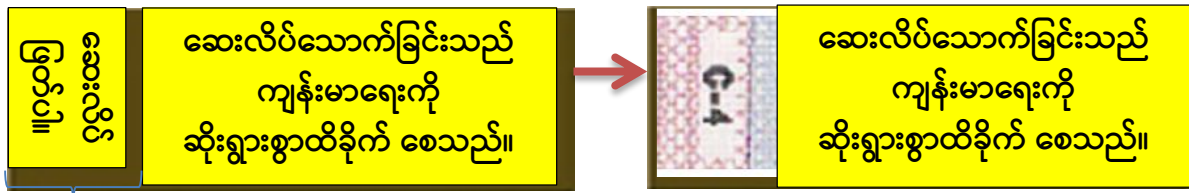
Chapter IV

Prohibitions

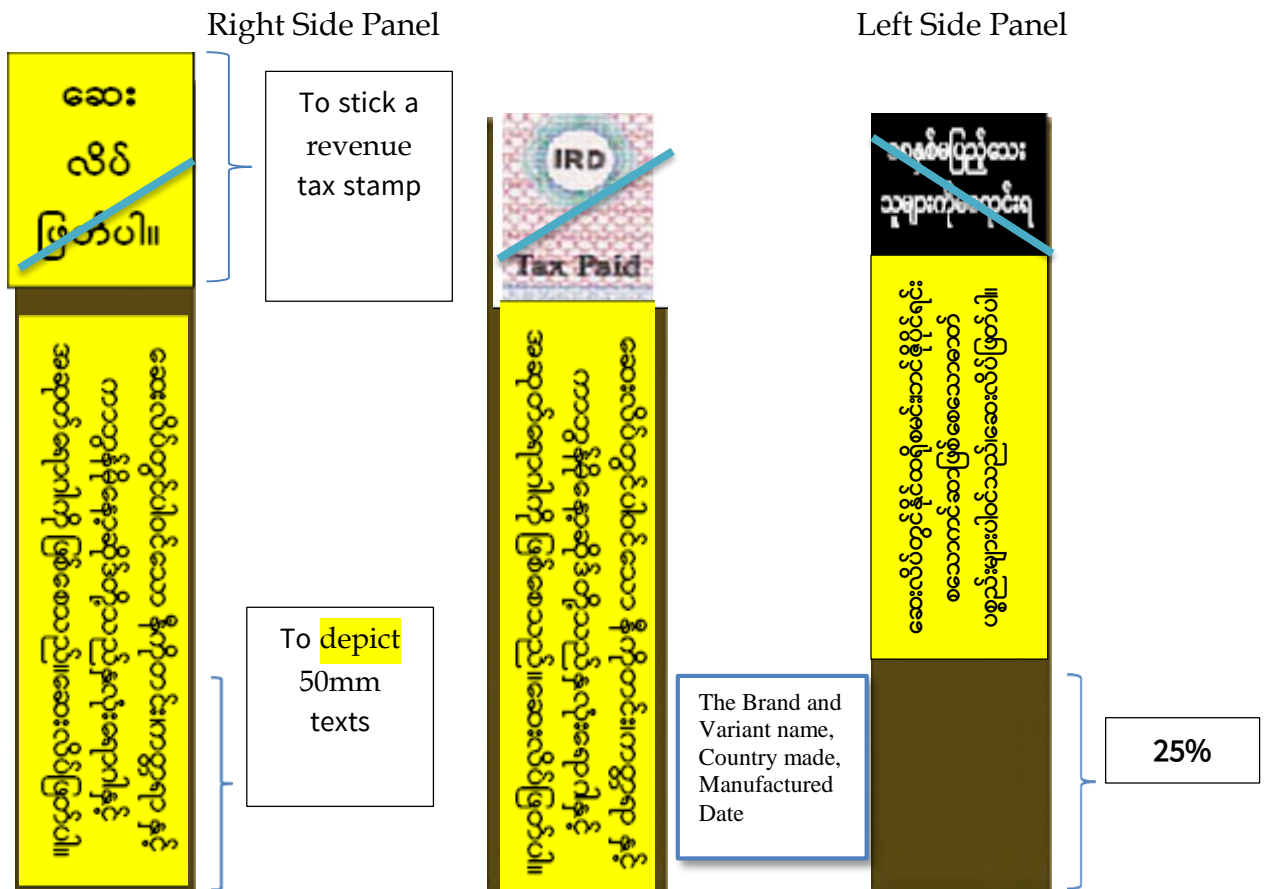
13. The importers, manufacturers, distributors and sellers of cigar and tobacco products:

- (a) Shall not destroy or cover the health warning images and texts printed on the package of cigar and tobacco products.
- (b) When **affixing the revenue tax stamp** on the package, shall not covering the **health** warning images and **texts**. The **revenue** tax stamp shall be affixed on the specific area for it, 15 mm at the edge of corner on the top panel, and 30 mm at the uppermost of the **right-side surface**.

Top Panel



Space of 15 mm for revenue tax stamp



- (c) Shall not totally print any text, etc. which may be in turn directly or indirectly market, promote and advertise the sale of cigar and tobacco products as mentioned in paragraph 5, sub- paragraphs (k) and (l).
- (d) Shall not print any texts, images or symbols on the cigar and tobacco product package, creating an erroneous impression about its health effects, risks or emissions (for example - "Low tar" "Light" "Ultra-light", "Mild", "Safe", "full flavor", "Premium", "Cool", "Rich", "Famous", "Special", "Slim", etc.), and brand and variant names of trademark of cigar and tobacco

products.

- (e) Shall not print any texts, images and symbols on the cigar and tobacco product package mentioning the amount, constituents creating an erroneous impression of safer and beneficial.
- (f) The expiry date shall not be printed on the cigar and tobacco product package.

Chapter V

Taken Action against Offences

- 14. (a) Whoever manufactures, distributes and sells cigars and tobacco products which are not packed and printed as prescribed in the standardizations contained in this Order, shall be taken action and punished under subsection (a) of section 13 of the Control of Smoking and Consumption of Tobacco Products Law.

Chapter VI

Miscellaneous

18. Where there are problems occur regarding the implementation of the Order, and in compliance with this Order, and in decision whether printing and depicting are complied with the standardizations contained in this Order, the decision of Director General of the Department of Public Health shall be final and conclusive.

19. The Order issued by the Ministry of Health's Notification No. 11/ 2016 dated on 29th February 2016 is hereby prevailed commencing from the date of this Order come into force.

(Dr Thet Khine Win)
The Union Minister

Letter No.

Date: 2021

Circulation:

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