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DECISION
No. 7, dated 19.2.2020

**ON APPROVAL OF WARNING IMAGES
ABOUT THE DESTRUCTIVE EFFECTS
OF TOBACCO, AND SPECIFICATIONS OF
THEIR PLACEMENT ON THE PACKAGE**

Today, on 19.2.2020, the Cross–Sectoral Committee, for the protection of health from tobacco products (CSPHTP), was convened, where the following members participated:

1. Minister of Health and Social Protection, chairperson – Mrs. Ogerta Manastirliu;
2. Deputy Minister of Education, Sports and Youth, member – Mrs. Nina Guga;
3. Deputy Minister of the Interior, member – Mrs. Rovena Voda;
4. Deputy Minister of Tourism and Environment, member – Mrs. Ornela Cuci;
5. Chairperson of the Audiovisual Media Authority, member – Mr. Gentian Sala, authorized representative – Mr. Sami Nezaj;
6. Director of the Institute of Public Health, member – Mrs. Albana Fico;
7. Chief State Sanitary Inspector, member – Mrs. Vjollca Braho;
8. Director of the Municipal Police, Tirana, member
– Mr. Ermal Kapllanaj, authorized representative
Mr. Tony Ben.

The Cross–Sectoral Committee for Protection of Health from Tobacco Products decided the following:

1. Approval of the warnings images about the destructive effects of tobacco, as well as the specifications of their placement on the package, prepared by the technical working group, according to the text attached to this decision.

This decision shall enter into force 24 months after its publication in the Official Journal.

CHAIRPERSON OF THE CROSS–SECTORAL
COMMITTEE
FOR THE PROTECTION OF HEALTH
FROM
TOBACCO PRODUCTS
Ogerta Manastirliu

Article 1
Scope

This decision shall define the rules for the layout, design and shape of combined health warnings for tobacco products.

Article 2
**General warnings and information
message on tobacco products**

1. Any package or any outer packaging of tobacco products shall contain one of the following general warnings:

“Smoking kills – quit
now” or

“Smoking kills”.

2. Any package and any outer packaging of tobacco products shall contain the information message as follows:

“Tobacco contains over 70 substances that
cause cancer.”

3. For cuboid-shaped packages, the general warning shall appear on the lower part of one of the lateral areas of the package and the information message shall appear on the lower part of the other lateral area. These health warnings shall occupy not less than 50% of the lateral area on which they are printed. For tobacco products, not placed in cuboid packaging, the messages shall appear on that part of the packaging that ensures full visibility of the warning.

4. The general warning and information message shall occupy 50% of the lateral area on which they are printed.

5. The general warning and information message shall be printed in “Helvetica Bold” font, in black, on a white surface.

The writing size shall be such as to ensure that the text covers the largest possible area on the surface dedicated to printing. The text shall be in the center of the dedicated area. The text shall be parallel to the side edge of the package and outer packaging.

6. Rules for the correct placement of the general warning and information message on rolling tobacco

are defined in Article 8 and Article 9 of this decision.

Article 3

Combined health warnings for tobacco products

1. Combined health warnings shall contain a warning text and coloured images according to the specifications in appendices 1, 2 and 3 of this decision and information on smoking cessation according to the specifications in section II of Appendix 2 of this decision. They shall cover 65% of the outer front area and 65% of the outer back area of any package and any outer packaging, with the exception of translucent wraps used in retail. The same combined health warning shall appear on both sides of the package and outer packaging.

2. The combined health warning shall start at the top edge of the package and the outer packaging and shall be placed in the same direction as any other information appearing on that surface of the package.

3. The brand name, logo or any other writing on the combined health warning is not allowed.

4. Considering that the packages available on the market have different sizes and shapes, it is necessary to define the versions of the display of the combined warnings on the package. These versions are: the “overlay” display and the “side by side” display. When the height of the combined warning is higher than 70% of its width, the “overlay” display shall be used (Appendix 4).

When the height of the combined warning is higher than 20% but less than 65% of its width, the “side-by-side” display (Appendix 4) shall be used.

If the height of the combined warning is higher than or equal to 65% but less than or equal to 70% of its width, manufacturers of tobacco products are allowed to choose their display, provided that all elements of the combined warning are not distorted and are fully visible.

5. The image shall be the most visible element of the combined warning. The image shall be placed at the top of the combined warning in cases where the “overlay” display is used and at the left of the combined warning in the cases where the “side by side” display is used. The image shall be the component that takes up the most surface area of the combined warning.

6. For packages with flip-top lids, in which the lid occupies less than or more than 50% of the area dedicated to placing the image and in which opening the lid would break the image, text or information about smoking cessation, different technical specifications will be applied according to the details of Article 6 of this decision.

7. Heated tobacco products and tobacco products for oral use will carry health warnings only in text according to the provisions in Article 7 of this decision.

Article 4

Layout and form of combined health warnings

1. Where the height of the combined health warning is higher than 70% of its width, manufacturers shall use the “overlay” display, as illustrated in section I of Appendix 4.

2. Where the height of the combined health warning is higher than 20% but less than 65% of its width, manufacturers shall use the “side-by-side” display as illustrated in Section II of Appendix 4.

3. Where the height of the combined health warning is higher than or equal to 65% but less than or equal to 70% of its width, manufacturers may choose either a “overlay” display or a “side-by-side” display, provided that the elements of the combined health warning are fully visible and not distorted.

4. When using the “overlay” display, the image shall be placed at the top of the combined health warning and the warning text and smoking cessation information shall be printed below the image, as illustrated in

section I, of Appendix 2. The image shall occupy 50% of the area dedicated to the combined health warning, within the outer black margin. The warning text shall occupy 38% of the area dedicated to the combined health warning, within the outer black margin. Information on smoking cessation shall occupy 12% of the area dedicated to the combined health warning, within the outer black margin.

5. When the “side-by-side” display is used, the image shall be placed on the left half of the combined health warning, with the warning text at the top right and the smoking cessation information at the bottom right, as illustrated in section II of Appendix 4. The image shall occupy 50%, the warning text 40% and the smoking cessation information 10% of the area dedicated to the combined health warning, within the outer black margin.

6. Where, due to the shape of the package or outer packaging, the height of the combined warning is less than or equal to 20% of its width, the “extra wide side by side” display shall be used as illustrated in section III of Appendix 4. The image shall occupy 35%, the warning text 50% and the smoking cessation information 15% of the area dedicated to the combined health warning, within black outer margin.

7. Combined health warnings shall be printed so that they are firm, indelible and in no way hidden, covered or broken by other written or drawn material or on the opening of the package. The combined health warning shall not be printed on fiscal stamps and price stamps.

Article 5

Combined health warning design

1. The combined health warning shall be printed in four CMYK colours. All elements in black shall be C0, M0,

Y0 and K100. All warm yellow elements shall be C0, M10, Y100 and K0.

2. The combined health warning shall be reproduced at a resolution of at least 300 dpi when printed at actual size.

3. The warning font shall be white and printed on a black background.

4. The text of the smoking cessation information shall be in black and printed on a warm yellow background, as illustrated in Appendix 4.

5. When using the “side-by-side”, “inverted overlay”, or “extra-wide side-by-side” displays, a 1 mm wide margin shall be printed between the smoking cessation information section and the image section. The margin shall be within the smoking cessation information section.

6. Manufacturers or importers shall ensure that:

a) the image is prepared without using effects, without changing colours, without modifications and without extending the background;

b) the image is not cropped too close or too far from its focal point.

7. Manufacturers or importers shall ensure that:

a) warning text and information on smoking cessation shall be aligned left and centered vertically;

b) warning text and smoking cessation information shall be printed in *Neue Freutiger Condensed Bold*;

c) all letters of the warning text shall have the same size;

d) all letters of the warning text and the information text on smoking cessation shall be printed in the largest possible size, to guarantee maximum visibility of the text;

e) the minimum font size for warning text is 6 pt and for the text on smoking cessation information is 5 pt;

f) the space between lines of warning text shall be 2 pt larger than the font size used for the text. Line spacing of text for smoking cessation information shall be 1

up to 2 pt larger than the font size used for the text;

g) the content of the printed text shall be identical to the content of the warning texts listed in Appendix 2 of this decision, without including the serial number.

Article 6

Special rules for flip–top lid packages

1. As an exception to Article 4, point 4, the following rules shall apply to combined health warnings on the front of flip–top lid packages.

2. When the lid is smaller than the area provided for the image according to the provisions of Article 4, point 4, of this decision, and when the application of these provisions would lead to the image break when opening the lid:

a) the warning text shall be placed at the top of the combined health warning. Below, the information about smoking cessation shall be placed and then the image, as illustrated in section IV, of Appendix 4; dhe

b) the image shall occupy at least 50% of the area dedicated to the combined health warning; warning text at least 30% and smoking cessation information at least 10%, but not more than 12% of the area dedicated to the combined health warning, within the outer black margin.

3. When the lid is larger than the area provided for the image according to the provisions of Article 4, point 4, of this decision, and when the application of these provisions leads to the break of the warning text or information about smoking cessation when the lid is opened:

a) the image shall be placed at the top of the combined health warning. Below the warning text shall be placed and below it the information on smoking cessation in section I, of Appendix 2; and

b) the image shall occupy at least 50% of the area dedicated to the combined health warning; warning text at least 30% and information on smoking cessation at least 10%,

but not more than 12% of the area dedicated to the combined health warning, within the outer black margin.

4. Manufacturers shall ensure that the package lid opening does not break any of the three elements of the combined health warning.

Article 7

Health warnings for heated and oral tobacco products

1. Any package and any outer packaging of heated tobacco products and tobacco products for oral use shall contain the following health warning:

“This tobacco product damages health and causes addiction.”

2. The health warning shall appear on the two largest areas of the package and the outer packaging.

3. The health warning shall occupy 30% of the package and outer packaging area.

4. The health warning shall comply with the requirements specified in Article 2, point 5, of this decision. The health warning text shall be parallel to the main text placed on the area dedicated to these warnings.

Article 8

Placing general warnings and information message on rolling tobacco products in rectangular pouches

1. For rolling tobacco products placed in rectangular pouches, with a folding cover, the general warning and information message, defined in points 1 and 2, of Article 2, of this decision, shall be printed on both sides that become visible when the pouch is fully open, as illustrated in sections I and II of Appendix 5 of this decision.

2. The general warning and information message shall be placed at the top edge and shall occupy 50% of the area where they will be printed, as indicated in section I and

II, of Appendix 5, of this decision. The general warning shall be printed on the upper side.

Article 9

Placing general warnings and information message on rolling tobacco products in vertical pouches

1. For rolled tobacco products placed in vertical pouches, the general warning and information message, defined in points 1 and 2, of Article 2 of this decision, shall be placed on the bottom side of the vertical pouch that becomes visible when the pouch is placed horizontally (at the base of the package), as shown in section III, of Appendix 5, of this decision.

2. The general warning and information message shall cover 50% of the respective area where they are printed. The surface area shall be decided based on the pouch dimensions after the pouch edges are attached.

Article 10

Other provisions

1. The images that shall be used for the combined health warnings (Appendix 1 of this decision) can be downloaded from the Ministry of Health and Social Protection website, www.shendetsia.gov.al.

2. In cases where tobacco products on the market cannot have the technical specifications of this decision applied, due to the non-compliance of the package dimensions with the dimensions required for the combined health warnings, the manufacturers or importers of such products shall write to the

Ministry of Health and Social Protection. In their written request, they shall argue the impossible application of combined health warnings, according to the technical definitions of this decision, and shall present in detail the dimensions of the tobacco product package. A sample tobacco product package shall be attached to the written request.

The Ministry of Health and Social Protection will examine each of the cases separately and within 30 days of receiving the request will inform the manufacturers and importers of such products on the instructions and technical details of the implementation of the combined health warnings for these products.

APPENDIX 1

Images to be used in the design of combined health warnings

Image 1



Image 2

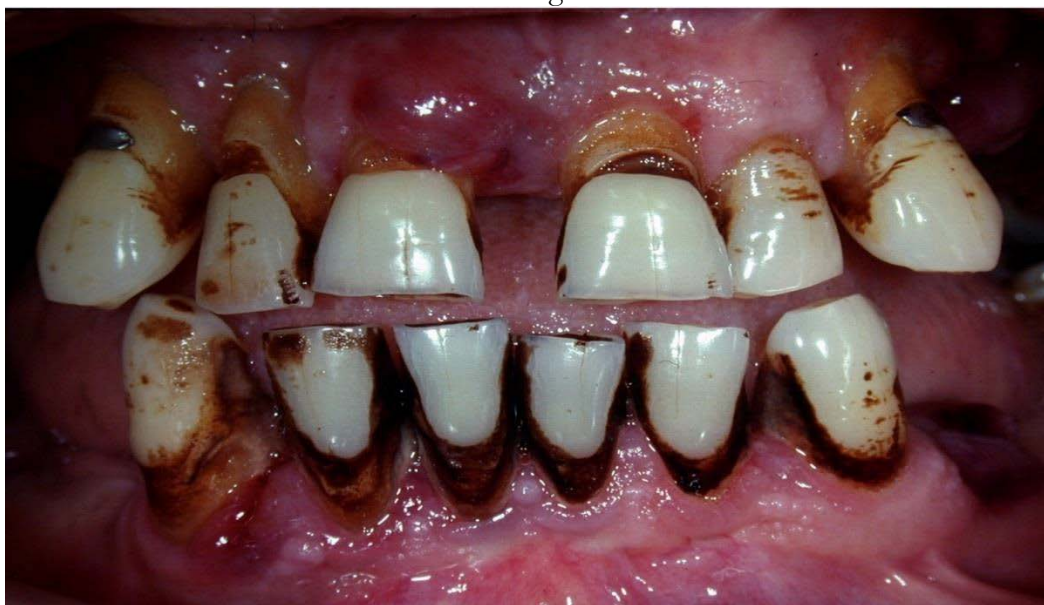


Image 3



Image 4



Image 5



Image 6



Image 7



Image 8



Image 9



Image 10



Image 3



Image 4



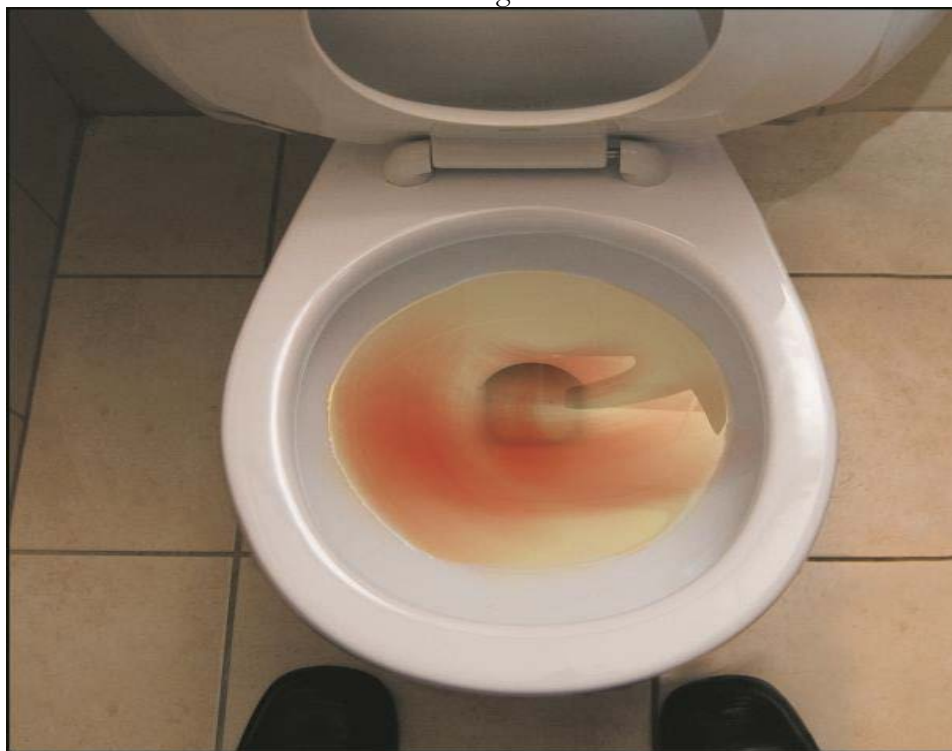
Image 13



Image 14



Image 15



APPENDIX 2

LIST OF WARNING TEXTS AND SMOKING CESSATION INFORMATION TO BE USED IN COMBINED HEALTH WARNINGS FOR TOBACCO PRODUCTS

I. List of warning texts (Article 3, point 1)

1. Smoking seriously damages teeth and gums
2. Smoking causes serious oral diseases
3. Smoking causes tooth loss
4. Smoking causes mouth cancer
5. Smoking is the main cause of mouth and throat cancer
6. Cigarettes cause serious oral diseases
7. Smoking seriously damages the lungs
8. Smoking destroys the lungs
9. Smoking damages the lungs, every breath becomes a challenge
10. Cigarettes cause chronic lung diseases
11. Tobacco smoke also damages the lungs of non-smokers
12. Attention! Smoking causes fatal lung diseases
13. Smoking kills! It causes lung cancer
14. 9 out of 10 cases of lung cancer are caused by smoking
15. Smoking causes lung cancer
16. Smoking harms children's health
17. Cigarette smoke is killing your child
18. Children of smokers suffer from more diseases
19. Smoking kills babies
20. Smoking can kill the unborn child
21. Smoking seriously harms newborn babies

22. Smoking kills you prematurely
23. Smoking causes heart attacks
24. Smokers die young
25. Smoking causes strokes and paralysis
26. Smokers are at risk of strokes
27. Smoking damages the blood vessels in the brain, leading to lifelong consequences
28. Stay away from tobacco smoke, because it harms the unborn child
29. Tobacco smoke is toxic and can kill the unborn child
30. Stay away from tobacco smoke during pregnancy
31. Every cigarette harms the baby
32. When you smoke during pregnancy, your baby is smoking with you
33. Smoking during pregnancy seriously damages the child
34. Smoking causes throat cancer
35. Smoking causes throat cancer. Nothing is the same anymore
36. Smoking causes throat cancer. The damages are lifelong
37. Smoking is addictive
38. Smoking is highly addictive
39. Smoking cessation improves health
40. Smoking reduces fertility
41. Smoking causes impotence
42. Smoking harms you and everyone around you
43. Smoking causes bladder cancer
44. Smoking kills! It causes bladder cancer
45. Tobacco toxins damage the bladder and cause cancer

II. Information text on smoking cessation (Article 3, point 1)

“You can quit smoking. Contact your family doctor.”

APPENDIX 3

I. Link between image and relevant text for combined health warnings for tobacco products

Image	Text
Image 1	Smoking seriously damages teeth and gums Smoking causes serious oral diseases Smoking causes tooth loss
Image 2	Smoking causes mouth cancer Smoking is the main cause of mouth and throat cancer Cigarettes cause serious oral diseases
Image 3	Smoking seriously damages the lungs Smoking destroys the lungs Smoking damages the lungs, every breath becomes a challenge
Image 4	Cigarettes cause chronic lung diseases Tobacco smoke also damages the lungs of those who do not smoke. Attention! Smoking causes fatal lung disease
Image 5	Smoking harms children's health Cigarette smoke is killing your child Children of smokers suffer from more diseases
Image 6	Smoking kills babies Smoking can kill the unborn child Smoking seriously harms newborn babies

Image 7	Smoking kills you prematurely Smoking causes heart attacks Smokers die young
Image 8	Smoking causes strokes and paralysis Smokers are at risk of strokes Smoking damages the blood vessels in the brain, leading to lifelong consequences
Image 9	Stay away from tobacco smoke because it harms the unborn child Tobacco smoke is toxic and can kill the unborn child Stay away from tobacco smoke during pregnancy
Image 10	Every cigarette harms the baby When you smoke during pregnancy, your baby is smoking with you Smoking during pregnancy seriously damages the child
Image 11	Smoking kills! It causes lung cancer 9 out of 10 cases of lung cancer are caused by smoking Smoking causes lung cancer
Image 12	Smoking causes throat cancer Smoking causes throat cancer. Nothing is the same anymore Smoking causes throat cancer. The damages are lifelong
Image 13	Smoking is addictive Smoking is highly addictive Smoking cessation improves health
Image 14	Smoking reduces fertility Smoking causes impotence Smoking harms you and everyone around you
Image 15	Smoking causes bladder cancer Smoking kills! It causes bladder cancer Tobacco toxins damage the bladder and cause cancer

APPENDIX 4

VISUAL DETAILS OF COMBINED HEALTH WARNING DISPLAYS FOR TOBACCO PRODUCTS

I. “Overlay” display (Article 4, point 1 and Article 4, point 4)



1. Image
2. Warning text

II. “Side by side” display (Article 4, point 2 and Article 4, point 5)



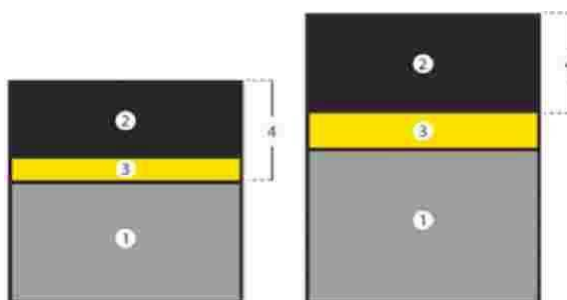
1. Image
2. Warning text
3. Information on smoking cessation

III. “Side by side extra wide” Layout (Article 4, point 6)



1. Image
2. Warning text
3. Information on smoking cessation

IV. The “overlay upside down” layout (Article 6, point 2 and Article 6, point 3)

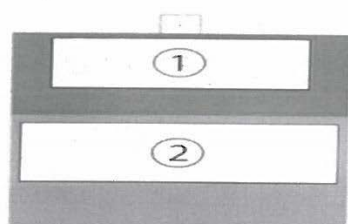
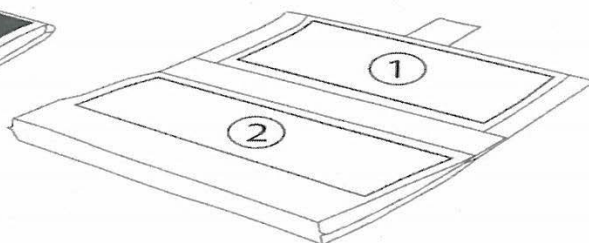
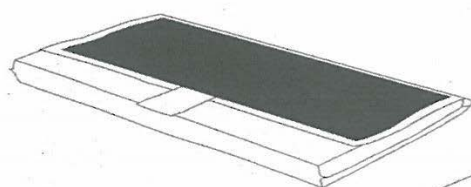


1. Image
2. Warning text
3. Information on smoking cessation
4. Flip-top lid

APPENDIX 5

GRAPHIC REDISPLAY OF THE CORRECT PLACING OF THE GENERAL WARNING AND INFORMATION MESSAGE FOR ROLLING TOBACCO PRODUCTS

I. Qese drejtkëndore me fund të sheshtë (Neni 8)



Sipërfaqja e logaritit: Pjesa e kapakut kur qesja është e mbyllur
Pozicionimi i paralajmërimit: Brenda kapakut kur qesja është e hapur

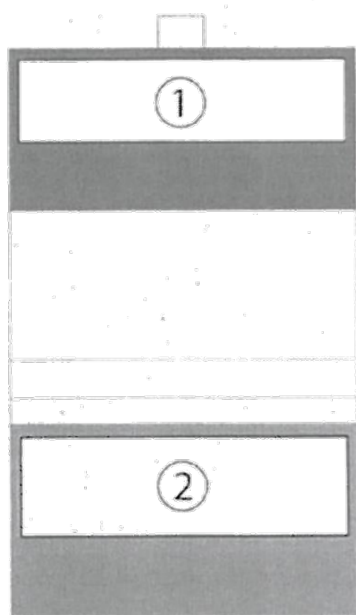
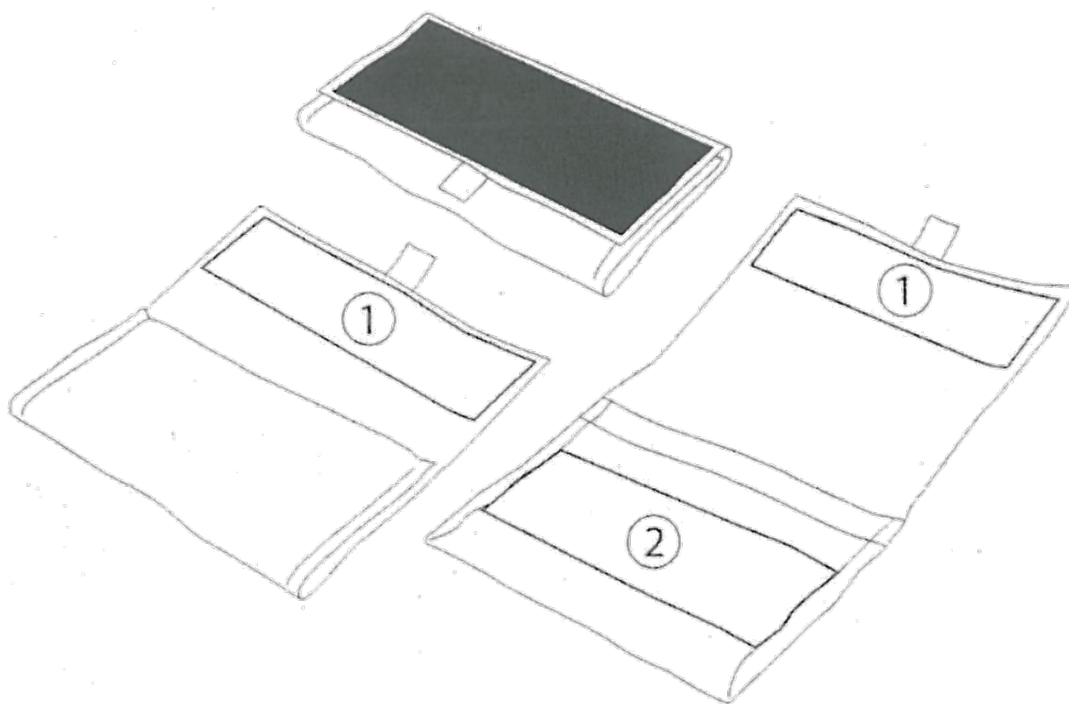
Llogaritja e sipërfaqes: Pjesa e shëpit kur qesja është e mbyllur
Pozicionimi i paralajmërimit: Pjesa e shëpit kur qesja është e hapur

Paralajmërimi i përgjithshëm

Mesazhi informues



II. Qese me kapak të mbështjellë përreth (Neni 8)



Llogaritja e sipërfaqes: Zona e kapakut kur qesja është e mbyllur
Pozicionimi i paralajmërimit: Brenda kapakut kur qesja është plotësisht e hapur (brenda sipërfaqes së llogaritur kur qesja është e mbyllur)

Llogaritja e sipërfaqes: Pjesa e xhepit kur qesja është e mbyllur
Pozicionimi i paralajmërimit: Pjesa e xhepit kur qesja është plotësisht e hapur (brenda sipërfaqes së llogaritur kur qesja është e mbyllur)

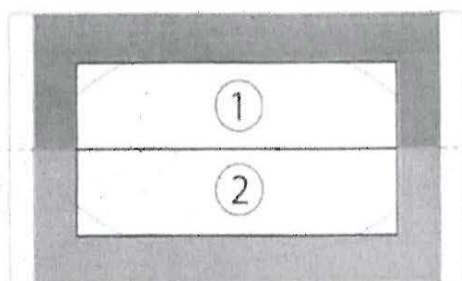
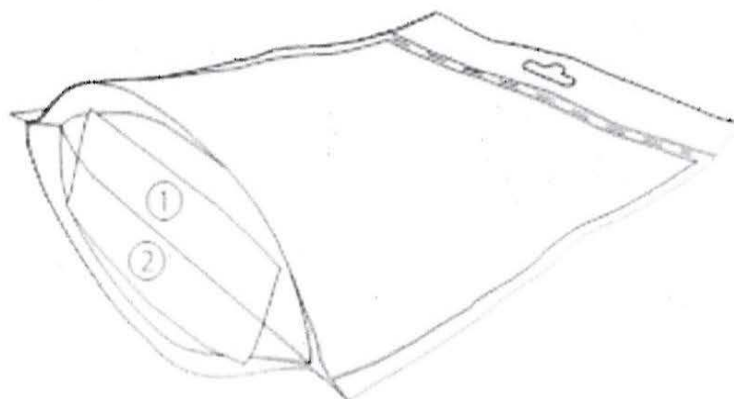
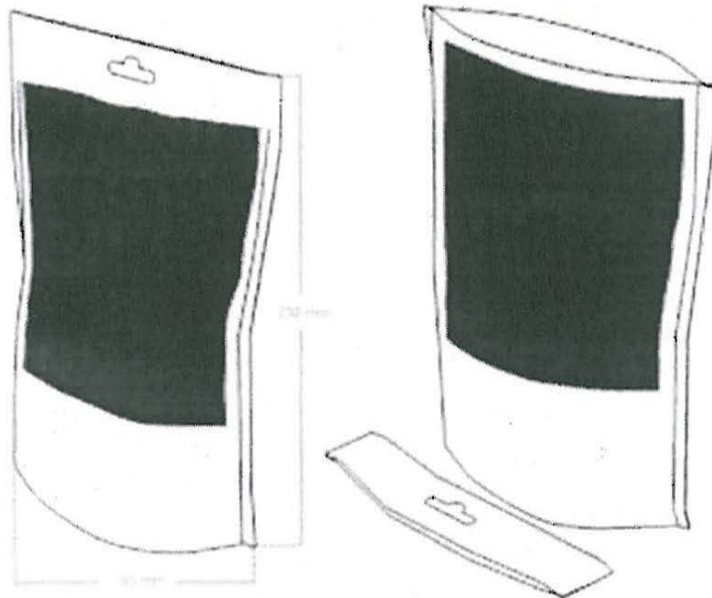
1

Paralajmërimi i përgjithshëm

2

Mesazhi informues

III. Qese me qëndrim vertical (Neni 9)



Llogaritja e sipërfaqes: Baza e qeses, deri te palosja qëndrore kur baza është e drejtuar (pa përfshirë skajet e ngjitura)



Llogaritja e sipërfaqes: Baza e qeses, deri te palosja qëndrore kur baza është e sheshtë (pa përfshirë skajet e ngjitura)



Paralajmërimi i përgjithshëm



Mesazhi informues

I. A rectangular pouch with a flat bottom (Article 8)

Designed area: Part of the cover when the pouch is closed

Placing of warning: Inside the cover when the pouch is open

Designed area: Part of the pocket when the pouch is closed

Placing of warning: Inside the pocket when the pouch is open

General warning

Information message

II. Pouch with surrounding lid (Article 8)

Designed area: Part of the cover when the pouch is closed

Placing of warning: Inside the cover when the pouch is fully open (inside the designed area when the pouch is closed)

Designed area: Part of the pocket when the pouch is closed

Placing of warning: Inside the pocket when the pouch is fully open (inside the designed area when the pouch is closed)

General warning

Information message

III. Vertical standing pouch

Designed area: Pouch basis to the central folding when the basis is standing (leaving out the attached edges)

Designed area: Pouch basis to the central folding when the basis is flat (leaving out the attached edges)

General warning

Information message