

Ratified by the President of Armenia
Robert Kocharyan
May 18, 2005

**GOVERNMENT OF THE REPUBLIC OF ARMENIA
RESOLUTION
#540-N as of April 28, 2005
ON APPROVING THE TECHNICAL REGULATION ON TOBACCO**

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16. The texts of warning about the harmful effect of smoking on human health are:

- a) in the form of the main text of warning: 'Smoking is harmful for health',
- b) in the form of additional texts of warning:

- "Smoking causes lung cancer"
- "Protect children: don't let them breath tobacco smoke"
- "Smoking during pregnancy harms your future child"
- "Smoking causes cardiovascular diseases".

17. The texts of the main warning on harmfulness of smoking should be printed on one of the two sides with maximum large surface of any pack, and the additional health warning text on the other side. The health warning texts should be included in a black color frame and occupy not less than 30 % of each of the two sides with maximum large surface of the consumer packaging (cigarette pack and carton) of tobacco products used in wholesale and retail trade, including frame, and comply with the examples presented in this Technical Regulation (Forms N 1 and 2) and the following requirements:

- (a) the texts of the health warning shall be printed in a way that does not allow its removal and shall be printed:
 - clear and legible,
 - in dark color ink on a contrasting background,
 - in "**Arial Armenian bold**" font, in capital letters for main warning and in lower-case type, except for the first letter for the additional warnings,
- (b) the frame surrounding main and additional health warnings shall be from 3 mm to 4 mm in width,
- (c) health warning font size should be such as to occupy the greatest possible proportion of the area set aside for it.
- (d) health warning texts should be centered in the area in which the text is required to be printed, parallel to the top edge of the pack and be placed in a way that it is preserved from damage when opening the pack.
- (e) the health warnings shall not:
 - be printed on or attached to the transparent or other outer wrapping, considered as such,
 - be hidden or covered with other printed information or image,
 - be printed on the excise stamps of consumer packaging (cigarette pack and carton).

In case of transparent packaging of tobacco for pipe and for smoking the texts on the harmfulness of smoking foreseen by the Point 16 of this Technical Resolution should be placed on the insert paper and occupy not less than 30 percent of its surface.

Each of the additional texts of warning in 4 versions as foreseen in sub-point b) of Point 16 of this Technical Regulation should be printed approximately on equal quantity of consumer packages (cigarette pack and carton) of tobacco products as to guarantee the regular appearance of all additional health warnings.

18. It is permitted to print the information on the organization accepting consumers' complaints in the Republic of Armenia inside the pack, on a space suitable for reading.

19. The text on the content of nicotine and tar should be included in a black color frame and occupy not less than 10 percent of the side panel of the consumer packaging (cigarette pack and carton) used in wholesale and retail trade, including frame, and comply with the examples presented in this Technical Regulation (Forms N 1 and 2) and the following requirements:

- (a) the text on the content of nicotine and tar shall be printed in a way that does not allow its removal and be printed:
 - clear and legible,
 - in dark color ink on a contrasting background,
 - in Arial Armenian bold font, for "Nicotine:" and "Tar:" - in capital letters, for nicotine and tar measure unit - in lower-case type,
- (b) the frame surrounding the text on the content of nicotine and tar shall be from 3 mm to 4 mm in width,
- (c) the font size of the text on the content of nicotine and tar should be such as to occupy the greatest possible proportion of the area set aside for it.
- (d) the text on the content of nicotine and tar should be centered in the area in which the text is required to be printed, parallel to the side edge of the pack and be placed in a way that it is preserved from damage when opening the pack.
- (e) the text on the content of nicotine and tar shall not:
 - be printed on or attached to the transparent or other outer wrapping, considered as such,
 - be hidden or covered with other printed information or image,
 - be printed on the excise stamps of consumer packaging (cigarette pack)."

20. Other information characterizing the product is permitted to be additionally printed on the raw tobacco transportation package as well as on the packs, cartons of tobacco products, insert papers of tobacco for pipe and for smoking which is not inconsistent with the data defined in Points 14 and 15 of this Technical Regulation, but it is prohibited the usage of descriptors such as "**low content of nicotine (tar)**", "**lights**", "**super lights**" ("**ultra lights**"), "**mild**", "**special filter**" or other misleading phrases, which directly or indirectly stipulate the formation of opinion of less harmfulness of the given tobacco product.

The information of advertisement nature should be printed only in the event of availability of the documents certifying its authenticity.