

## IMPORTANT NOTICE

Belize Standards are subject to periodic review; and revisions will be published from time to time. If you wish to be notified of the next revision complete and return this label to:

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BELIZE CITY,  
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BELIZE NATIONAL STANDARD  
SPECIFICATION FOR LABELLING PART 4:  
LABELLING OF RETAIL PACKAGES OF CIGARETTES

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**Committee Representation**

The preparation of this standard for the Standard Advisory Council established under the Standards Act 1992, was carried out under the supervision of the Bureau's Technical Committee for Labelling, which at the time comprised of the following members:

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## BELIZE NATIONAL STANDARD

## SPECIFICATION FOR LABELLING PART 4:

## LABELLING OF RETAIL PACKAGES OF CIGARETTES

**0 FOREWORD**

- 0.1 This standard has been prepared to set requirements for the labelling of retail packages of cigarettes with a health warning and tar group designations, to be used in Belize.
- 0.2 This standard is adopted from the Caribbean Community Standard on the Labelling of Retail Packages of Cigarettes CCS 0026: 1992.
- 0.3 The Belize Bureau of Standards may be contacted for assistance in arranging for the determination of the tar group designation of cigarettes.
- 0.4 The Belize Bureau of Standards will provide advice as to whether or not labels or drafts of labels conform to the requirements of this standard.
- 0.5 This standard is intended to be compulsory.

**1 SCOPE**

- 1.1 This standard specifies the information, the method of display of such information, and the wording and presentation of a health warning to be included on the labels of retail packages of cigarettes intended to be sold in Belize.
- 1.2 This standard applies to the labelling of individual packs of cigarettes intended for retail sale in Belize.
- 1.3 This standard does not apply to the labelling of collective units of such individual packs, irrespective of sizes. (For example, a collective unit may be a carton containing ten packs, each of which contains twenty cigarettes).

**2 DEFINITIONS**

For the purpose of this standard, the following definitions shall apply:

**2.1.1 Cigarette** means any roll of tobacco that is wrapped in:

- (a) paper; or
- (b) any substance not containing tobacco; or
- (c) any substance containing tobacco;

which, because of its appearance, the type of tobacco used in the filler, or, its packaging and labelling is likely to be offered to, or purchased by consumers as a cigarette.

A cigarette may include other ingredients or additives, tips or filters.



- 2.2 **Common Name** means the name which the product is commonly described in Belize, or any name for the product that is commonly used in any trade, art, craft, science, industry or occupation in countries using the English Language (whether or not the name is in English).
- 2.3 **Competent Authority** means the Director of Health Services.
- 2.4 **Distributor** means the person or organization actually engaged in the wholesaling of cigarettes, directly after they are obtained from the manufacturer. The manufacturer may be the distributor of his own products.
- 2.5 **Label** means any legend, word, mark, symbol, imprint, design or tag applied to or attached to, included in, or affixed to any retail package of cigarettes.
- 2.6 **Main Panel** means that part of a label normally intended to be presented to the consumer or intended to be most conspicuous to the consumer at the time when the cigarettes to which the label relates is offered or exposed for sale.
- 2.7 **Manufacturer** means the person who manufactures, produces, processes, prepares, packages and/or prepackages the cigarettes for retail sale, or the person who sells any cigarettes under a trade name controlled by him.
- 2.8 **Pack** means a fixed quantity of individual cigarettes, wrapped together for sale.
- 2.9 **Package** means any receptacle, container, wrapper, tin, box or confining band or cord in, or, on which cigarettes are sold, but does not include package liners, shipping containers or any other wrapping or box not customarily displayed to the consumer or purchaser at the point of retail sale.
- 2.10 **Pre-packaged** means placed in advance of sale in the final package in which the cigarettes are intended for retail sale, and in which it may be sold, used or purchased without further packaging.
- 2.11 **Retail Sale** means the sale of cigarettes in small quantities, numbers or packs directly to the consumer.
- 2.12 **Tar Group** means the tar group assigned to a brand of cigarettes in accordance with Table 1. (See 5 and 7).
- 2.13 **Warning Area** means the surface area of the label of the package of cigarettes in which the warning notice is to be placed.

### 3 GENERAL REQUIREMENTS

- 3.1 Every package of a retail pack of cigarettes, that is manufactured or packaged in Belize and/or intended for sale in Belize, shall bear a label(s), which shall carry all the following information in legible form.

3.1.1 On the main panel of the label, the following information shall be carried in the English Language:

- (a) the common name of the goods, "cigarettes", together with any trade name or brand controlled by the manufacturer; and
- (b) a correct statement of the net contents of the package, in terms of number of cigarettes.

3.1.2 On the label of each retail package of cigarettes, the following additional information shall be carried in the English Language;

- (a) for cigarettes manufactured or packaged in Belize, the name and address of the manufacturer or distributor;
- (b) for cigarettes imported into Belize in a pre-packaged form, the name and address of the foreign manufacturer or of the distributor in Belize;
- (c) the tar group designation, as specified in 5.0, Table 1;
- (d) a health warning in conformance with 4.0 and 6.1; and
- (e) a statement to indicate whether or not the cigarettes are filter-tipped.

3.1.2.1 Where the name and address of the manufacturer or the distributor in Belize are not in the English Language, it shall not be necessary to translate the meaning of such name and address in the English Language, but such information shall be stated in a form using the English alphabet.

#### **4 HEALTH WARNING ON LABELS OR RETAIL PACKAGES OF CIGARETTES MANUFACTURED OR PACKAGED IN BELIZE**

4.1 **Wording** - The wording of the health warning to be included on labels of retail packages of cigarettes manufactured or packaged in Belize shall be in the form:

**"THE DIRECTOR OF HEALTH SERVICES ADVISES THAT SMOKING IS DANGEROUS TO HEALTH".**

4.2 **Presentation** - The health warning on the label of each retail package of cigarettes shall be presented in accordance with the following.

4.2.1 The health warning shall be printed in Univers 57 Medium Condensed, (or an equivalent typeface) 9 point, upper and lower case.

4.2.2 The health warning shall be printed in a colour already appearing in the label of the package and which clearly contrasts with the background colour on which it is printed.

4.2.3 The health warning shall appear in a frame or warning area, in conspicuous and legible type in contrast by typography, layout or colour, with other printed matter on the package.

4.2.3.1 **Warning Area** - The warning area shall be separated from other material on the label by at least twice the height of the point size of the type in the printed health statement.

**5 TAR GROUP DESIGNATION ON LABELS OF RETAIL PACKAGES OF CIGARETTES MANUFACTURED OR PACKAGED IN BELIZE**

5.1 **Designation** - The tar group designation shall be related to the milligrams (mg) of tar per cigarette as specified in Table 1.



TABLE 1

(Clause 5.1)

## TAR GROUP DESIGNATION

<i>Range of Tar per Cigarette (Mg)</i>	<i>Tar Group Designation</i>
Less than 10	Low Tar
10 but less than 18	Middle Tar
18 and above	High Tar

- 5.2 **Presentation** - The Tar Group shall be printed in Univers 57, 9 point, upper case type, or in other equivalent type style, which ensures that the tar group designation is conspicuous at the point of sale.
- 5.3 The tar group designation may be accompanied by any text, which the manufacturer considered necessary for legal purposes. Such text shall be printed in a type that will not distract from the group designation.
- 5.4 The tar group designation shall not be incorporated in a brand name; for example, "SUCCESS Low Tar" is not allowed.
- 5.5 The tar group designation may be located in the warning area together with the health warning.

## 6. LABELLING OF IMPORTED PACKAGES

- 6.1 Where cigarettes are imported in retail packages into Belize, the labelling requirements and the wording and presentation of the health warning and the tar group designation shall be;
- (a) as set out in 3, 4 and 5 of this standard; or
  - (b) in the English Language and alphabet using a form of words and presentation required or approved by a competent authority in the country of origin or country where the cigarettes were packaged, which has been accepted by the Belize Bureau of Standards as being in compliance with the requirements of this standard.



**7 VERIFICATION OF THE TAR GROUP**

- 7.1 Tests for the verification of the tar group designation based on the milligrams (mg) per cigarette shall be performed by laboratories recognised by the Belize Bureau of Standards for these purposes.

**8 ADVICE ON LABELS**

- 8.1 An applicant shall submit labels or drafts of labels to the Belize Bureau of Standards for advice as to whether they comply with this or any other standard on labelling.
- 8.2 The Bureau may refer the applicant to any competent authority administering a law that includes labelling requirements for particular goods.

**9 CONFLICT**

- 9.1 In the event of conflict between the provisions of this standard and the labelling requirements of any Belize Standard referring to particular goods the latter shall prevail.
- 9.2 In the event of conflict between the provisions of this standard and any Belize Standard for the labelling of classes of goods, which are sold pre-packaged, the latter shall prevail.