

Regulations on electronic cigarette (e- cigarette) warning signs

These Regulations are developed to standardize the warning signs of electronic cigarettes, in accordance with the *Tobacco Monopoly Law of the People's Republic of China*, the *Product Quality Law of the People's Republic of China*, the *Implementation Regulations of the Tobacco Monopoly Law of the People's Republic of China* and the *Administrative Measures for E-cigarette Management* (the State Monopoly Notice 2022-1), the *Mandatory National Standards for Electronic Cigarettes* (GB 41700-2022) and other laws, regulations, and normative documents.

Article 1 These Regulations apply to electronic cigarettes and their sales and packaging within the territory of the People's Republic of China.

Article 2 Warning messages should be labelled on electronic cigarettes and their package in standard Chinese characters of the People's Republic of China.

Article 3 The warning messages are in three groups:

Group 1: Smoking e-cigarettes is harmful to health. Please do not smoke e-cigarettes in places where smoking is prohibited.

Group 2: Quitting e-cigarettes as soon as possible is good for health. Quitting e-cigarettes can reduce the health hazards.

Group 3: Dissuade the minors from smoking e-cigarettes and prohibit primary and secondary school students from smoking e-cigarettes.

Article 4 The first group of warnings should always be displayed in the front (main visible surface); the second and the third groups of warnings should be displayed in the back alternatively. If there is only one main visible surface, the first group of warnings should always be displayed with the second and the third groups of warnings displayed alternatively on the same surface.

Electronic cigarettes of the same brand, the same specification, the same packaging and the same barcode in the market and their sales packaging should carry different warnings rotatively every year. It is not required that the warning on the electronic cigarette should be corresponding to that on the sales packaging.

Article 5 The warning message area should be located in the lower part of the surface and should not be less than 35.0% of the surface area. The warning message area should be clearly delineated by lines or boxes. The delineation line should be uninterrupted solid line and closed or closed with the border; the line should be $\geq 1.0\text{mm}$ in width. The area of warning messages does not include the partition line. The warning message area should not be covered, erased, cut off; other words, graphics and logos than the warnings are not allowed to be displayed in the warning message area.

Article 6 The warning messages should include the words “Notes of the company”, located above the first group of warnings.

Article 7 The warning message area and the warning messages within should be distinct, clear, eye-catching and easily readable; the text should be boldfaced; the text direction should be consistent with the positive visual direction of the trademark text or pattern or its vertical direction. The method of display should be direct printing with durability and not a sticker to ensure the warning is clearly distinguishable under the normal conditions of use.

When the warning message area is $\geq 48.0\text{cm}^2$, the height of the text within the area should be $\geq 4.5\text{mm}$ with the texts covering at least 13.3% of the warning message area. When the warning message area is $< 48.0\text{cm}^2$, the height of the text within the area should be $\geq 2.0\text{mm}$ with the texts covering at least 28.9% of the warning message area.

Article 8 The color difference (ΔE_{ab}) between the text in the warning message area and the background should be no less than 40 ($\Delta E_{ab} \geq 40$) and the original background single color can be used as the background color.

Article 9 Misleading and inducing language including efficacy-related terms such as "health and fitness, efficacy, safety, environmental protection, low harm, harm reduction, smoking cessation, replacement, high quality, performance enhancement, satisfaction and joy, no harm to the body" and quality related terms such as "light, super light, soft, low tar, no tar, low nicotine" as well as flavor-related terms inducive to minors are prohibited to use on e-cigarettes and their sales packaging, inner packaging, logo and product instructions.

Article 10 The labeling of nicotine content and other ingredients should comply with the relevant national requirements.

Article 11 These Regulations shall be interpreted by the State Tobacco Monopoly Administration.

Article 12 These Regulations shall come into force on the date of publication.