

## **The Rules on Cigarette Package Labeling in the Territories of the People's Republic of China**

(Issued by State Tobacco Monopoly Administration and General Administration of Quality Supervision, Inspection and Quarantine on November 7 of 2007)

The Rules are formulated according to the relevant provisions and requirements of the World Health Organization Framework Convention on Tobacco Control as well as the Law of the People's Republic of China on Product Quality and the Law of the People's Republic of China on Tobacco Monopoly.

Article 1 The Rules shall apply to the packaging and labeling of cartons and packs of all domestically produced not-for-export cigarettes and foreign imported cigarettes.

Article 2 Misleading language is forbidden on the packaging or on information leaflets inside the cigarette packaging, such as "health care", "treatment functions", "safe", "environmental protection", "low harms" and other remarks on the functions of cigarette ingredients; "light", "ultra light", "mild" and other remarks on the cigarette qualities; and "low to mild tar", "low tar", "low tar content" and other descriptors.

Article 3 The health warning messages on the cigarette packaging shall be printed in standard Chinese characters of the People's Republic of China and in English. There are two sets of health warning messages:

Group 1      **SMOKING IS HARMFUL TO YOUR HEALTH  
QUIT SMOKING REDUCES HEALTH RISK**

Group 2      **SMOKING IS HARMFUL TO YOUR HEALTH  
QUIT SMOKING EARLY IS GOOD FOR YOUR HEALTH**

Article 4 Health warning messages must be rotated. Cigarette packs and cartons of the same brand, specification, packaging and barcode circulated in the market should rotate or simultaneously use the two groups of health warning messages, and if simultaneously used, the health warnings on the cartons do not need to be the same as those on the packets.

Article 5 The health warning messages shall be on the front and back of the packs and cartons, with the Chinese-language warning message on the front, and corresponding English-language warning message on the back. The warning message area shall occupy no less than 30% of the area of the side that the message is displayed, and the background color can be the same as the existing color (pattern) of the original trademark.

Unofficial Translation

Article 6 The health warning messages shall be located on the bottom section of the front and back of cigarette packs, and on the right side of cigarette cartons.

Article 7 The health warning messages shall be clear, obvious and easy to recognize. The font of the Chinese characters shall be “Black Font” (Heitizi), and the English font shall be Arial Narrow. The height of Chinese characters shall be no less than 2.0mm, and the English font shall not be larger than the corresponding Chinese. The color of the font shall use a set of colors with certain differences from that of the health warning message area.

Article 8 Cigarette packaging shall note information on tar level, level of smoke content and emissions such as nicotine and carbon monoxide, and the height of Chinese characters shall be no less than 2.0mm. Other labeling on the cigarette cartons and packs shall also follow the related requirements of the national standards.

Article 9 The Rules shall be effective from January 1, 2009, and its interpretation is subject to the State Tobacco Monopoly Administration and General Administration of Quality Supervision, Inspection and Quarantine.