L.N. 97 of 2026

Smoking (Public Health) (Packaging Requirements for Cigarettes and Specified Cigars) Order

Contents

Section Page

Part 1

Preliminary

1. Commencement B3351
2. Interpretation B3351

Part 2

Requirements for Retail Packaging of Regulated Smoking Products

Division 1—General Requirements

3. Appearance of retail packaging B3355
4. Prohibited designs or materials etc. B3357
5. Stickers etc. B3357
6. Sound or smell B3359
7. Spacers or fillers etc. B3359
8. Linings B3359
9. Wrappers B3361
10. Tear strips on wrappers B3363

Section Page

Division 2—Requirements for Cigarette Packets

11. Construction of cigarette packets B3365
12. Dimensions of cigarette packets B3365
13. Duty stamps on cigarette packets B3367

Division 3—Requirements for Cigarette Cartons

14. Construction of cigarette cartons B3367
15. Perforated strips in cigarette cartons B3367

Division 4—Requirements for Retail Containers of Specified Cigars

16. Construction of retail containers of specified cigars B3369
17. Dimensions of retail containers of specified cigars B3369
18. Resealing devices for retail containers of specified cigars B3371
19. Inserts B3371

Part 3

Permitted Marks on Retail Packaging of Regulated Smoking Products

20. Interpretation of Part 3 ..... B3373
21. Permitted marks B3375
22. Origin marks B3377
23. Calibration marks B3379
24. Track and trace identifiers B3381
25. Brand names and variant names: general requirements B3383
26. Brand names and variant names: requirements as regards orientation and location B3389

Section Page

27. Origin statements B3393

28. Product description B3395

29. Manufacturer's date marks B3397

30. Quantity marks B3399

31. Bar codes B3403

32. Names and addresses B3405

33. Consumer contact telephone numbers B3407

Part 4

Marks and Trade Marks etc. Not Affected by this Order

34. Marks required to be displayed on retail packaging by another Ordinance B3413

35. Registration of trade marks etc. not affected B3413

36. Registration of designs etc. not affected B3415

Part 5

Transitional Arrangements

37. Forms of packaging allowed B3417

Smoking (Public Health) (Packaging Requirements for Cigarettes and Specified Cigars) Order

(Made by the Secretary for Health under section 18(2) of the Smoking (Public Health) Ordinance (Cap. 371))

Part 1

Preliminary

1. Commencement

This Order comes into operation on 1 March 2027.

2. Interpretation

(1) In this Order—

bar code (條碼) means a mark containing information about a regulated smoking product that—

(a) is in the form of a series of numbers and bars of varying thickness; and

(b) is designed to be read by an optical scanner;

Cap. 109 (《第109章》) means the Dutiable Commodities Ordinance (Cap. 109);

Cap. 371B (《第371B章》) means the Smoking (Public Health) (Prescribed Information) Order (Cap. 371 sub. leg. B);

cigarette carton (香煙長條盒) means a retail container of cigarette packets;

duty stamp (完稅標籤) has the meaning given by section 2(1) of Cap. 109;

health warning (健康忠告) means a health warning prescribed in the Schedule to Cap. 371B;

permitted mark (准示標記) means a mark that, under section 21, may appear on the retail packaging of a regulated smoking product;

regulated smoking product (受規管吸煙產品) means a cigarette or a specified cigar;

retail packaging (零售包裝) means—

(a) a cigarette packet;

(b) a cigarette carton; or

(c) a retail container of specified cigar;

specified cigar (指明雪茄) means a cigar—

(a) that, at its thickest spot, has a diameter of 10 mm or below; or

(b) the weight (excluding any mouthpiece) of which does not exceed 1.4 grams;

specified colour (指明顏色) means the colour known as Pantone 448C;

specified feature (指明特徵) means any decorative ridge, etching, embossing, debossing, bulge or other irregularity of shape or texture, or any other embellishment.

(2) An example in the text of this Order is for information only and has no legislative effect.

(3) For the purposes of this Order, an adhesive label is one attached firmly to a retail packaging of a regulated smoking product or to a wrapper so as not to be easily removable if because of its robustness and adhesiveness it can stay, in the absence of intentional removal, so attached throughout the normal handling of the packaging or the wrapper (as the case may be).

Part 2

Requirements for Retail Packaging of Regulated Smoking Products

Division 1—General Requirements

3. Appearance of retail packaging

(1) This section applies to a retail packaging of a regulated smoking product.

(2) The outer surfaces of a retail packaging must—

(a) have a matte finish; and

(b) be in the specified colour.

(3) However, the following are not required to be in the specified colour—

(a) a health warning; and

(b) a permitted mark for which a different colour is prescribed under this Order.

(4) Subsection (2) does not apply to a duty stamp affixed to the outer surfaces of a retail packaging.

(5) For a retail packaging that is made of a material other than metal or wood, the inner surfaces of the packaging must—

(a) have a matte finish; and

(b) be in white or in the specified colour.

(6) For a retail packaging that is made of metal or wood, the inner surfaces of the packaging must be—

(a) in white;

(b) in the specified colour; or

(c) in the colour of the metal or wood (as the case may be).

(7) Except as otherwise prescribed in this Order—

(a) the outer surfaces and inner surfaces of a retail packaging must not have or display any specified feature; and

(b) any glues or other adhesives applied on a retail packaging must be transparent and uncoloured.

4. Prohibited designs or materials etc.

A retail packaging of a regulated smoking product must not include any of the following—

(a) cut-out areas or windows that enable the contents of the packaging to be visible from outside the packaging;

(b) heat-activated inks;

(c) inks or embellishments designed to appear or disappear gradually over time;

(d) inks that appear fluorescent or change colour in certain light;

(e) panels designed to be scratched or rubbed to reveal an image or text;

(f) removable tabs;

(g) fold-out or slide-out panels.

5. Stickers etc.

Except as provided in Cap. 109 and Cap. 371B or otherwise prescribed in this Order, a sticker, adhesive label or any other thing must not adhere to, or be affixed to, or cover wholly or

partly, any of the outer or inner surfaces of a retail packaging of a regulated smoking product.

6. Sound or smell

No part of a retail packaging of a regulated smoking product may make a sound, or contain or produce a smell (other than the smell of the product), that has the effect of promoting the product.

7. Spacers or fillers etc.

A retail packaging of a regulated smoking product must not contain—

(a) any spacer or filler; or

(b) any other thing except—

(i) regulated smoking product; and

(ii) inserts that may be included under section 19.

8. Linings

(1) No lining may be used in a cigarette packet or a retail container of specified cigar unless the lining complies with subsections (2), (3) and (4).

(2) A lining must—

(a) be made of only foil or paper or both;

(b) have an outer surface that—

(i) has a matte finish; and

(ii) is in (if the outer surface of the lining is made of foil) silver or (if the outer surface of the lining is made of paper) white;

(c) have an inner surface that—

(i) has a matte finish; and

(ii) is in white;

(d) subject to subsections (3) and (4), not have or display any specified feature;

(e) comply with the requirements prescribed in sections 3(7)(b), 4, 5 and 6 for a retail packaging of a regulated smoking product; and

(f) not be such that it can be removed from the packet or container without damaging the lining.

(3) A lining must not be textured, except for texturing comprising small dots or squares embossed over the entire surface of the lining and the embossing is applied for the purpose of—

(a) the automated manufacture of the packet or container; or

(b) placing the cigarette or cigar into the packet or container.

(4) The embossing of a lining must not—

(a) represent, or be suggestive of, the brand name or a variant name (if any) of the cigarette or cigar; or

(b) have the effect of promoting the cigarette or cigar.

9. Wrappers

(1) No wrapper may be used to cover one or more retail packaging of a regulated smoking product unless the wrapper—

(a) is transparent and uncoloured;

(b) except as otherwise prescribed in this Order, complies with the requirements prescribed in sections 3(7)(b), 4, 5 and 6 for a retail packaging of a regulated smoking product; and

(c) does not, except as otherwise prescribed in this Order, have or display any specified feature.

(2) If a wrapper covers 2 or more cigarette packets or retail containers of specified cigars, the bar code appearing on any of them may each be concealed by 1 solid black rectangle.

10. Tear strips on wrappers

(1) A wrapper mentioned in section 9(1) may include 1 tear strip.

(2) A tear strip—

(a) must be transparent and uncoloured;

(b) must form a single continuous straight line of constant width, not exceeding 3 mm in width, around the circumference of the packaging covered by the wrapper; and

(c) must—

(i) if included in a wrapper that covers 1 cigarette packet—be parallel to the bottom edge of the flip-top lid of the packet; or

(ii) in any other case—be parallel to any straight edge of the packaging.

(3) In this section—

tear strip (撕條) means a line of plastic incorporated into a wrapper to enable the wrapper to be opened quickly, but does not include any part of the wrapper that is removed with the tear strip when the wrapper is opened.

Division 2—Requirements for Cigarette Packets

11. Construction of cigarette packets

(1) A cigarette packet must—

(a) be made of cardboard; and

(b) be made up of 6 rectangular faces when closed.

(2) All edges of a cigarette packet must—

(a) be straight; and

(b) not be rounded or otherwise shaped or embellished in any way.

(3) A cigarette packet must have, as its only opening, a flip-top lid that complies with the following requirements—

(a) the lid must be hinged only at the back of the packet;

(b) the lid must have straight edges; and

(c) the lid and all of its edges must not be rounded or otherwise shaped or embellished in any way.

(4) The inside lip of a cigarette packet must have straight edges (except that the corners may be rounded) and the lip and all of its edges must not be embellished in any way.

12. Dimensions of cigarette packets

(1) The height of a cigarette packet must not be less than 85 mm or more than 125 mm.

(2) The width of a cigarette packet must not be less than 50 mm or more than 72 mm.

(3) The depth of a cigarette packet must not be less than 10 mm or more than 30 mm.

13. Duty stamps on cigarette packets

(1) A cigarette packet must be affixed with a duty stamp.

(2) Subsection (1) does not apply to a cigarette packet that contains cigarettes that are exempt from duty under regulation 12(1)(a), (c), (h), (j), (l), (m) or (q) of the Dutiable Commodities Regulations (Cap. 109 sub. leg. A).

(3) This section expires at midnight on 30 November 2027.

Division 3—Requirements for Cigarette Cartons

14. Construction of cigarette cartons

(1) A cigarette carton must—

(a) be made of cardboard; and

(b) be made up of 6 rectangular faces when closed.

(2) All edges of a cigarette carton must—

(a) be straight; and

(b) not be rounded or otherwise shaped or embellished in any way.

15. Perforated strips in cigarette cartons

A cigarette carton must not have any hole on its surface except a straight perforated strip for opening the carton that leaves serrations on the edge of any surface of the carton when the carton is opened.

Division 4—Requirements for Retail Containers of Specified Cigars

16. Construction of retail containers of specified cigars

(1) A retail container of specified cigar that is made of cardboard must be made up of 6 rectangular faces when closed.

(2) All edges of a container mentioned in subsection (1) must—

(a) be straight; and

(b) not be rounded or otherwise shaped or embellished in any way.

(3) A retail container of specified cigar that is made of any material other than cardboard—

(a) may have one or more rounded edges; and

(b) must not have any edge that is bevelled or embellished.

(4) All adjacent surfaces of a container mentioned in subsection (3) must be perpendicular to each other.

17. Dimensions of retail containers of specified cigars

(1) The largest dimension of a retail container of specified cigar must be at least 85 mm.

(2) The second largest dimension of a retail container of specified cigar must be at least 50 mm.

(3) If a retail container of specified cigar has more than one largest dimension, any 2 of those dimensions are taken to be the largest dimension and the second largest dimension.

18. Resealing devices for retail containers of specified cigars

(1) A retail container of specified cigar may have incorporated into it a device for resealing the container.

(2) A device mentioned in subsection (1) must—

(a) be—

(i) transparent and uncoloured; or

(ii) in the specified colour;

(b) not be marked, textured or embellished in any way;

(c) be no larger than is reasonably necessary for its purpose; and

(d) not obscure any health warning.

19. Inserts

(1) A retail container of specified cigar may, for the purpose of avoiding damage to the cigar during transportation or storage, include one or more inserts in the container.

(2) An insert mentioned in subsection (1) must—

(a) be—

(i) transparent and uncoloured; or

(ii) in the specified colour;

(b) not display any mark, text or other embellishment; and

(c) comply with the requirements prescribed in sections 3(7)(b), 4, 5 and 6 for a retail packaging of a regulated smoking product.

Part 3

Permitted Marks on Retail Packaging of Regulated Smoking Products

20. Interpretation of Part 3

(1) In this Part—

manufacturer's date mark (製造日期標記) means a mark that states the date on which a regulated smoking product was packaged;

origin mark (原產地標記) means a mark that is used to distinguish the origin of a regulated smoking product;

origin statement (原產地說明) means a statement that states the origin of a regulated smoking product;

quantity mark (數量標記) means a mark that states the quantity of a regulated smoking product.

(2) A reference to a front outer surface of a retail packaging of a regulated smoking product is a reference to the outer surface of the packaging on which the Chinese version of a health warning appears as required under Cap. 371B.

(3) A reference to a back outer surface of a retail packaging of a regulated smoking product is a reference to the outer surface of the packaging on which the English version of a health warning appears as required under Cap. 371B.

(4) A reference to a top outer surface of a cigarette packet is a reference to the outer surface of the packet that forms the top of its flip-top lid.

(5) A reference to a bottom outer surface of a cigarette packet is a reference to the outer surface of the packet whose inner side is opposite to that of the top outer surface of the packet.

(6) A reference to a side outer surface of a retail packaging of a regulated smoking product is a reference to—

(a) for a cigarette packet—the outer surface of the packet other than its front outer surface, back outer surface, top outer surface and bottom outer surface; and

(b) for a cigarette carton or a retail container of specified cigar—the outer surface of the carton or container other than the front outer surface and back outer surface of the carton or container.

21. Permitted marks

(1) The following marks may appear on a retail packaging of a regulated smoking product if the requirements prescribed in this Part for the marks are complied with—

(a) an origin mark;

(b) a calibration mark;

(c) a track and trace identifier;

(d) the brand name or a variant name (if any) of the product;

(e) an origin statement;

(f) a product description;

(g) a manufacturer's date mark;

(h) a quantity mark;

(i) a bar code;

(j) the name and address of the manufacturer, importer or wholesaler of the product mentioned in section 32; and

(k) a consumer contact telephone number.

(2) A mark mentioned in subsection (1) must not—

(a) obscure any duty stamp or health warning; and

(b) except as otherwise prescribed in this Order, use or contain any specified feature.

22. Origin marks

(1) An origin mark must be—

(a) an alphanumeric code; or

(b) a covert mark.

(2) An origin mark may be applied on a retail packaging of a regulated smoking product or on a wrapper that covers the packaging by printing, etching or debossing.

(3) An origin mark that is an alphanumeric code must—

(a) appear only once on a retail packaging of a regulated smoking product or on a wrapper that covers the packaging;

(b) be printed—

(i) in Univers Bold typeface;

(ii) in a normal weighted regular font that does not exceed 3 mm in height; and

(iii) in black or white; and

(c) appear on—

(i) for a cigarette packet (with or without a wrapper)—the bottom outer surface of the packet or any of the side outer surfaces of the packet; and

(ii) for a cigarette carton (with or without a wrapper)—any of the side outer surfaces of the carton.

(4) An origin mark that is an alphanumeric code and is printed in black may include a white background in the form of a rectangle no larger than 20 mm by 5 mm.

(5) An origin mark that is an alphanumeric code applied by etching or debossing must be in the specified colour.

(6) An origin mark that is an alphanumeric code must not—

(a) form a symbol or design; or

(b) represent, or be suggestive of, the brand name or a variant name (if any) of the regulated smoking product for which the mark is applied.

(7) An origin mark on a retail container of specified cigar may also appear on an adhesive label attached firmly to the container so as not to be easily removable.

(8) An adhesive label mentioned in subsection (7) must be—

(a) transparent and uncoloured; or

(b) in the specified colour.

23. Calibration marks

(1) One or more calibration marks may appear on all or any 1 or 2 of the following—

(a) a retail packaging of a regulated smoking product;

(b) a wrapper that covers a retail packaging of a regulated smoking product;

(c) an adhesive label attached to a retail container of specified cigar in compliance with this Part.

(2) A calibration mark mentioned in subsection (1)—

(a) must appear only as is necessary for the automated manufacture of the packaging, wrapper or adhesive label; and

(b) if visible or otherwise detectable on the packaging, wrapper or adhesive label—must be consistent with the mark's function in the manufacturing process.

24. Track and trace identifiers

(1) A track and trace identifier on a retail packaging of a regulated smoking product must—

(a) appear only once on the packaging;

(b) if the identifier is an alphanumeric code—

(i) be printed in Univers Bold typeface;

(ii) be printed in a normal weighted regular font;

(iii) be no larger than 3 mm in height for every letter or numeral; and

(iv) be printed in black, white and grey or in any 1 or 2 of those 3 colours; and

(c) if the identifier is a machine-readable code—be printed in black, white and grey or in any 1 or 2 of those 3 colours.

(2) A track and trace identifier on a cigarette packet must be printed—

(a) on one of the following surfaces only—

(i) the top outer surface of the packet;

(ii) the bottom outer surface of the packet;

(iii) a side outer surface of the packet; and

(b) on the packet on a background that is in the specified colour.

(3) A track and trace identifier on a cigarette carton—

(a) must appear only on any one of the side outer surfaces of the carton; and

(b) must—

(i) be printed on the carton on a background that is in the specified colour; or

(ii) appear on an adhesive label attached firmly to the carton so as not to be easily removable.

(4) A track and trace identifier on a retail container of specified cigar must—

(a) be printed on the container on a background that is in the specified colour; or

(b) appear on an adhesive label attached firmly to the container so as not to be easily removable.

(5) An adhesive label mentioned in subsections (3)(b)(ii) and (4)(b) must be—

(a) transparent and uncoloured; or

(b) in the specified colour.

25. Brand names and variant names: general requirements

(1) A brand name or a variant name on a cigarette packet or a cigarette carton—

(a) must not obscure any other permitted mark;

(b) must be printed only once on all or any 1 or 2 of the following outer surfaces of the packet or carton—

(i) for a cigarette packet—the front, top and bottom outer surfaces of the packet;

(ii) for a cigarette carton—

(A) the front outer surface of the carton; and

(B) any 2 smallest side outer surfaces of the carton whose inner sides are opposite to each other;

(c) must not be printed on any surface of the packet or carton other than one mentioned in paragraph (b)(i) or (ii);

(d) must be across 1 line only;

(e) must comply with the orientation and location requirements prescribed in section 26; and

(f) must be—

(i) for Chinese characters—printed in "中黑體" typeface;

(ii) for English letters and Arabic numerals—printed in Univers Bold typeface;

(iii) for a brand name—in conformity with the following dimensions—

(A) no larger than 6 mm in height for every character, letter or numeral; and

(B) no larger than 50 mm in width for the brand name;

(iv) for a variant name—in conformity with the following dimensions—

(A) no larger than 4 mm in height for every character, letter or numeral; and

(B) no larger than 35 mm in width for the variant name;

(v) for the part of the brand name or variant name that is in English—printed with the first letter in each word capitalized and with no other upper case letters;

(vi) printed in a normal weighted regular font; and

(vii) printed in the colour known as Pantone Cool Gray 2C.

(2) A brand name or a variant name on a retail container of specified cigar—

(a) must be across 1 line only;

(b) must appear only once on any 3 outer surfaces of the container;

(c) must not appear on any surface of the container other than one mentioned in paragraph (b);

(d) for a variant name that appears together with the brand name—must be parallel to, in the same orientation as, and immediately below, the brand name;

(e) must be—

(i) for Chinese characters—printed in "中黑體" typeface;

(ii) for English letters and Arabic numerals—printed in Univers Bold typeface;

(iii) for a brand name—in conformity with the following dimensions—

(A) no larger than 6 mm in height for every character, letter or numeral; and

(B) no larger than 50 mm in width for the brand name;

(iv) for a variant name—in conformity with the following dimensions—

(A) no larger than 4 mm in height for every character, letter or numeral; and

(B) no larger than 35 mm in width for the variant name;

(v) for the part of the brand name or variant name that is in English—printed with the first letter in each word capitalized and with no other upper case letters;

(vi) printed in a normal weighted regular font; and

(vii) printed in the colour known as Pantone Cool Gray 2C; and

(f) must—

(i) be printed on the container; or

(ii) appear on an adhesive label attached firmly to the container so as not to be easily removable.

(3) For the purposes of subsections (1)(f)(v) and (2)(e)(v), a word consists of 2 or more letters.

(4) An adhesive label mentioned in subsection (2)(f)(ii) must be—

(a) transparent and uncoloured; or

(b) in the specified colour.

26. Brand names and variant names: requirements as regards orientation and location

(1) If only a brand name appears on the front outer surface of a cigarette packet, the name must appear—

(a) horizontally below, and in the same orientation as, the health warning; and

(b) in the centre of the space remaining on the front outer surface beneath the health warning.

(2) If a brand name and a variant name appear on the front outer surface of a cigarette packet, they must appear—

(a) horizontally below, and in the same orientation as, the health warning;

(b) with the variant name immediately below the brand name; and

(c) with either the brand name, or the combined brand name and variant name, in the centre of the space remaining on the front outer surface beneath the health warning.

(3) If only a brand name appears on the front outer surface of a cigarette carton, the name must appear—

(a) in the same orientation as the health warning; and

(b) in the centre of the space remaining on the front outer surface that is not occupied by the health warning.

(4) If a brand name and a variant name appear on the front outer surface of a cigarette carton, they must appear—

(a) in the same orientation as the health warning;

(b) with the variant name immediately below the brand name; and

(c) with either the brand name, or the combined brand name and variant name, in the centre of the space remaining on the front outer surface that is not occupied by the health warning.

(5) If only a brand name appears on an outer surface (other than a front outer surface) of a cigarette packet or a cigarette carton, the name must appear horizontally and in the centre of the outer surface of the packet or carton.

(6) If a brand name and a variant name appear on an outer surface (other than a front outer surface) of a cigarette packet or a cigarette carton, they must appear—

(a) horizontally;

(b) with the variant name immediately below the brand name; and

(c) with either the brand name, or the combined brand name and variant name, in the centre of the outer surface of the packet or carton.

27. Origin statements

(1) An origin statement for a regulated smoking product must—

(a) be in the following formats—

(i) "*(產品的原產地)*製造" in Chinese; and

(ii) "Made in *(product origin)*" in English;

(b) appear only once in Chinese or English or in both languages on the retail packaging of the product;

(c) be—

(i) for the Chinese version—printed in "中黑體" typeface;

(ii) for the English version—printed in Univers Bold typeface;

(iii) no larger than 3 mm in height for every character or letter;

(iv) printed in a normal weighted regular font; and

(v) printed in the colour known as Pantone Cool Gray 2C;

(d) for a cigarette packet or a cigarette carton—be printed only on any one of the side outer surfaces of the packet or carton; and

(e) for a retail container of specified cigar—

(i) be printed on the container; or

(ii) appear on an adhesive label attached firmly to the container so as not to be easily removable.

(2) An adhesive label mentioned in subsection (1)(e)(ii) must be—

(a) transparent and uncoloured; or

(b) in the specified colour.

28. Product description

(1) Except a product description that complies with subsections (2), (3) and (4), a retail packaging of a regulated smoking product must not otherwise describe the components of the product.

(2) A product description for a regulated smoking product must—

(a) be in the following formats—

(i) for a cigarette packet or a cigarette carton—

(A) "煙支" in Chinese; and

(B) "Cigarettes" in English; and

(ii) for a retail container of specified cigar—

(A) "雪茄" in Chinese; and

(B) "Cigars" in English;

(b) appear only once in Chinese or English or in both languages on the retail packaging of the product;

(c) be—

(i) for the Chinese version—printed in "中黑體" typeface;

(ii) for the English version—printed in Univers Bold typeface;

(iii) no larger than 3 mm in height for every character or letter;

(iv) printed in a normal weighted regular font; and

(v) printed in the colour known as Pantone Cool Gray 2C;

(d) for a cigarette packet or a cigarette carton—be printed only on any one of the side outer surfaces of the packet or carton; and

(e) for a retail container of specified cigar—

(i) be printed on the container; or

(ii) appear on an adhesive label attached firmly to the container so as not to be easily removable.

(3) A product description on a wrapper covering more than one item of cigarette packet or retail container of specified cigar must be printed in white on a black rectangular background.

(4) An adhesive label mentioned in subsection (2)(e)(ii) must be—

(a) transparent and uncoloured; or

(b) in the specified colour.

29. Manufacturer's date marks

(1) A manufacturer's date mark must—

(a) appear only once on the retail packaging of a regulated smoking product;

(b) be—

(i) for Chinese characters—printed in "中黑體" typeface;

(ii) for English letters and Arabic numerals—printed in Univers Bold typeface;

(iii) no larger than 3 mm in height for every character, letter or numeral;

(iv) printed in a normal weighted regular font; and

(v) printed in the colour known as Pantone Cool Gray 2C;

(c) for a cigarette packet or a cigarette carton—be printed only on any one of the side outer surfaces of the packet or carton; and

(d) for a retail container of specified cigar—

(i) be printed on the container; or

(ii) appear on an adhesive label attached firmly to the container so as not to be easily removable.

(2) An adhesive label mentioned in subsection (1)(d)(ii) must be—

(a) transparent and uncoloured; or

(b) in the specified colour.

30. Quantity marks

(1) A quantity mark must be—

(a) for the Chinese version—printed in "中黑體" typeface;

(b) for the English version—printed in Univers Bold typeface;

(c) no larger than 3 mm in height for every character, letter or numeral;

(d) printed in a normal weighted regular font; and

(e) printed in the colour known as Pantone Cool Gray 2C.

(2) A quantity mark must be—

(a) in the same orientation as the brand name or a variant name of a regulated smoking product;

(b) at least 2 mm from the edges of a retail packaging of the product; and

(c) in the following formats—

(i) for a cigarette packet or a retail container of specified cigar—

(A) "*(阿拉伯數目字)*支" in Chinese; and

(B) "*(Arabic numerals)* sticks" in English; and

Example—

Chinese—20 支

English—20 sticks

(ii) for a cigarette carton—

(A) "*(阿拉伯數目字)*包" in Chinese; and

(B) "*(Arabic numerals)* packets" in English.

Example—

Chinese—10 包

English—10 packets

(3) A quantity mark on a wrapper covering more than one item of cigarette packet or retail container of specified cigar must be printed in white on a black rectangular background.

(4) A quantity mark on a cigarette packet or a cigarette carton may be printed in Chinese or English or in both languages on any 2 outer surfaces of the packet or carton.

(5) A quantity mark on a retail container of specified cigar—

(a) may appear in Chinese or English or in both languages on any 2 outer surfaces of the container; and

(b) may—

(i) be printed on the container; or

(ii) appear on an adhesive label attached firmly to the container so as not to be easily removable.

(6) An adhesive label mentioned in subsection (5)(b)(ii) must be—

(a) transparent and uncoloured; or

(b) in the specified colour.

31. Bar codes

(1) A bar code on a retail packaging of a regulated smoking product must—

(a) appear only once on the packaging;

(b) be printed—

(i) in black and white; or

(ii) in the specified colour and white;

(c) be rectangular in shape;

(d) for a cigarette packet or a cigarette carton—be printed only on any one of the side outer surfaces of the packet or carton; and

(e) for a retail container of specified cigar—

(i) be printed on the container; or

(ii) appear on an adhesive label attached firmly to the container so as not to be easily removable.

(2) A bar code mentioned in subsection (1) must not—

(a) form a design; or

(b) represent, or be suggestive of, the brand name or a variant name (if any) of the product.

(3) A bar code on a wrapper covering more than one item of cigarette packet or retail container of specified cigar must—

(a) be printed on the wrapper; or

(b) appear on an adhesive label attached firmly to the wrapper so as not to be easily removable.

(4) An adhesive label mentioned in subsections (1)(e)(ii) and (3)(b) must be—

(a) transparent and uncoloured; or

(b) in the specified colour.

32. Names and addresses

(1) The name and address of the manufacturer of a regulated smoking product, or of the importer who imported the product into, or of the wholesaler who distributes the product by wholesale in, Hong Kong, must—

(a) appear on only one outer surface of the retail packaging of the product;

(b) appear only once in Chinese or English or in both languages on that surface;

(c) be—

(i) for the Chinese version—printed in "中黑體" typeface;

(ii) for the English version—printed in Univers Bold typeface;

(iii) for any Arabic numerals appearing in the Chinese or English version—printed in Univers Bold typeface;

(iv) no larger than 3 mm in height for every character, letter or numeral;

(v) printed in a normal weighted regular font; and

(vi) printed in the colour known as Pantone Cool Gray 2C; and

(d) if appearing on a cigarette packet or a cigarette carton—appear only on any one of the side outer surfaces of the packet or carton.

(2) A name and address mentioned in subsection (1) on a retail container of specified cigar must—

(a) be printed on the container; or

(b) appear on an adhesive label attached firmly to the container so as not to be easily removable.

(3) An adhesive label mentioned in subsection (2)(b) must be—

(a) transparent and uncoloured; or

(b) in the specified colour.

33. Consumer contact telephone numbers

(1) The consumer contact telephone number of the manufacturer of a regulated smoking product, or of the importer who imported the product into, or of the wholesaler who distributes the product by wholesale in, Hong Kong—

(a) must be a Hong Kong telephone number that is in service; and

(b) must be—

(i) for the Chinese version—printed in "中黑體" typeface;

(ii) for the English version—printed in Univers Bold typeface;

(iii) for any Arabic numerals appearing in the Chinese or English version—printed in Univers Bold typeface;

(iv) no larger than 3 mm in height for every character, letter or numeral;

(v) printed in a normal weighted regular font; and

(vi) printed in the colour known as Pantone Cool Gray 2C.

(2) A telephone number mentioned in subsection (1) must—

(a) appear only once in Chinese or English or in both languages on the retail packaging of the regulated smoking product;

(b) appear as numerals or as any combination of numerals, hyphens, spaces and brackets;

(c) be prefaced by—

(i) if in Chinese—"電話："; and

(ii) if in English—"Phone:";

(d) for a retail packaging that displays a name and address in compliance with section 32—be printed on the same surface as that name and address; and

(e) for a cigarette packet or a cigarette carton that does not display a name and address in compliance with section 32—be printed only on any one of the side outer surfaces of the packet or carton.

(3) A telephone number mentioned in subsection (1) must not—

(a) form a symbol or design; or

(b) represent, or be suggestive of, the brand name or a variant name (if any) of the product.

(4) A telephone number mentioned in subsection (1) on a retail container of specified cigar must—

(a) be printed on the container; or

(b) appear on an adhesive label attached firmly to the container so as not to be easily removable.

(5) An adhesive label mentioned in subsection (4)(b) must be—

(a) transparent and uncoloured; or

(b) in the specified colour.

Part 4

Marks and Trade Marks etc. Not Affected by this Order

34. Marks required to be displayed on retail packaging by another Ordinance

The retail packaging of a regulated smoking product may display a mark that is required by another Ordinance to be displayed on the packaging.

35. Registration of trade marks etc. not affected

(1) To avoid doubt, nothing in, or done in compliance with, this Order—

(a) forms an obstacle to the registration of a trade mark under the Trade Marks Ordinance (Cap. 559) (***Cap. 559***); or

(b) gives rise to a ground for the declaration of invalidity of the registration of a trade mark under Cap. 559.

(2) Without limiting subsection (1), nothing in, or done in compliance with, this Order—

(a) renders any trade mark to be contrary to accepted principles of morality for the purposes of section 11(4)(a) of Cap. 559;

(b) amounts to a prohibition on the use of a trade mark for the purposes of section 11(5)(a) of Cap. 559;

(c) causes an application for registration of a trade mark under Cap. 559 to be one which is made in bad faith for the purposes of section 11(5)(b) of Cap. 559;

(d) amounts to a rule of law by which the use in Hong Kong of any trade mark is liable to be prevented for the purposes of section 12(5) of Cap. 559; or

(e) prevents an applicant for registration of a trade mark under Cap. 559 from having an honest intention to use the trade mark or to allow it to be used for the purposes of section 38(3) of Cap. 559.

(3) For the purposes of section 5(3) of Cap. 559, a trade mark that is an earlier trade mark under or by virtue of section 5(1)(a) of Cap. 559 is to be regarded as having been used in good faith in Hong Kong during the 2 years immediately preceding the date on which its registration expires, if there would have been such use during those 2 years but for the operation of this Order.

(4) For the purposes of section 52(2)(a) of Cap. 559, if any provision of this Order causes any non-use of a registered trade mark, the provision is to be regarded as a valid reason for that non-use, provided that the registered trade mark would have been put to genuine use for the purposes of Cap. 559 but for the operation of this Order.

36. Registration of designs etc. not affected

(1) To avoid doubt, nothing in, or done in compliance with, this Order constitutes a reason for refusing an application for registration of a design, or for revocation of registration of a design, under the Registered Designs Ordinance (Cap. 522) (***Cap. 522***).

(2) Without limiting subsection (1), nothing in, or done in compliance with, this Order renders the publication or use of any design contrary to public order or morality for the purposes of section 7(1) of Cap. 522.

Part 5

Transitional Arrangements

37. Forms of packaging allowed

(1) During the period from 1 March 2027 to 30 November 2027 (both dates inclusive), the following packaging is, for the purposes of sections 8 and 9 of the Ordinance, taken to be compliant with the requirements prescribed in this Order and Cap. 371B in relation to the retail packaging of a regulated smoking product—

(a) for cigarettes—a packet (contains at least 20 sticks of cigarettes), or a retail container, that bears a health warning and the tar and nicotine yields in compliance with the pre-amended Cap. 371B, whether or not a duty stamp is affixed to the packet or container; and

(b) for specified cigars—a retail container that bears a health warning in compliance with the pre-amended Cap. 371B.

(2) In this section—

pre-amended Cap. 371B (原有《第371B章》) means Cap. 371B as in force immediately before 1 March 2027.

Professor LO Chung-mau
Secretary for Health

8 September 2026

Explanatory Note

The main object of this Order is to prescribe the requirements to be conformed to in respect of the packaging of cigarettes and specified cigars.

2. The Order contains 5 Parts—

(a) Part 1 contains the preliminary provisions on commencement and interpretation;

(b) Part 2 prescribes the packaging requirements for cigarette packet, cigarette carton and retail container of specified cigar (altogether ***retail packaging***);

(c) Part 3 sets out the marks that may appear on a retail packaging and the detailed specifications for each of the marks;

(d) Part 4 provides that the display of marks as required by another Ordinance, the registration of trade marks and the registration of designs etc. will not be affected by the Order;

(e) Part 5 provides for the transitional arrangements for packaging that is in compliance with the Smoking (Public Health) (Prescribed Information) Order (Cap. 371 sub. leg. B) as in force immediately before 1 March 2027.