



Government of the Union of Myanmar

The Ministry of Health

Order Number 453/2021

7th Day of the month of Thidingyut

(12th October, 2021)

The Ministry of Health issues this order exercising the power conferred under Section 8, Subsection (E) and (H); and Section 19, Subsection (B) of “The Law of control of Tobacco and Tobacco Products Consumption”.

Section 1

Name, Effect Date and Definition

1.
 - (a) This Order must be named “**The Order for packaging of tobacco and tobacco products and printing of health warning pictures and text statements according to the standards**”.
 - (b) The Order must come into effect 180 days after issuance of it.
2. The wording in this Order shall be in accordance with the wording of the tobacco and tobacco Products Control Act, and the following expressions shall apply:
 - (a) **A small pack of cigarette** is meant to be the first step of packaging of tobacco and tobacco products with specific quantity, weight and volume or amount.
 - (b) **A large pack of cigarette** is meant to be a collection of small packs of cigarettes in a carton, bar, bundle, package, can or box.
 - (c) **A cigarette pack** is a small pack of cigarettes containing 20 cigarettes.
 - (d) **A cigarette bar** is a larger pack of cigarettes containing 10 cigarette packs.
 - (e) **A cigarette band** is a small tape of paper or similar material which goes around the base or filter of a cheroot, cigar, or similar products made from tea leaves, corn leaves, cane sugar leaves and newspaper.
 - (f) **The inner collar of a cigarette pack** is a part of the outer cover of a cigarette pack which is invisible when the pack is closed.
 - (g) **A retailed cigarette pack** is a small or a large pack of cigarette intended to sell directly to consumers.
 - (h) **A branding** is a brand, a specified warning text statements, notices and product advertisements made by any means; and stated in any ways or attached to tobacco and tobacco products or on a retailed cigarette pack; or other inserts to let people know of

any of tobacco and tobacco products. This term also includes other inserts and attachments for advertising or promotional purposes.

- (i) **A packaging material** is a packing material, wrapping material, container, bag, sachet, tin can or any other items, and on or inside which, a brand advertisement including health warning pictures and text statements can be inserted or attached.

Section 2

Relevance

3. This order must be relevant to importing (from other countries), producing (locally), processing, transporting and selling of various cigarettes such as cigarettes, cheroots, cigars; and tobacco products including bidis, snuff, dip, etc. It must not be relevant to tobacco and tobacco products prepared to export, and tax-free tobacco and tobacco products personally carried into the country in a limited quantity and amount.

Section 3

Packing of tobacco and tobacco products according to standard specifications; and the health warning picture and text statements

- 4. When packing cigarette packs domestically with following standard specifications:
 - (a) Outer surface must be non-shiny but matt color finished (Pantone 448 C),
 - (b) The surface must be regular without any modifications like depression, embossed, designed and without a see-through area.
 - (c) If it is necessary to put another layer over the packaging, it must be packed with a colorless or transparent plastic sheet. There must be no printing on that layer.
 - (d) Inner surface of each and every packaging material must be white.
 - (e) Other than original or natural smell of tobacco, there must be no attractive smell and must not be packed to create noise.
 - (f) Front, back, top, bottom surfaces and the side surfaces must be packed as required by the Public Health Department.
- 5. If the cigarette packs retailed inside the country are rectangular in shape, the approval from the Public Health Department must be taken; and while printing the health warning pictures and text statements with standard specifications attached as annexes of this order:
 - (a) the font must be Myanmar Phyidaungzu font,
 - (b) not less than upper 75% of front and back covers must be printed with health warning picture 50% plus warning text statement 25%,
 - (c) the health warning text statement which will be shown together with health warning picture must be printed in white color (blue (C) = 0%, red (M) = 0%, yellow (Y) = 0%, black (K) = 0%), the back ground of the text statement and picture must be black color (blue (C)

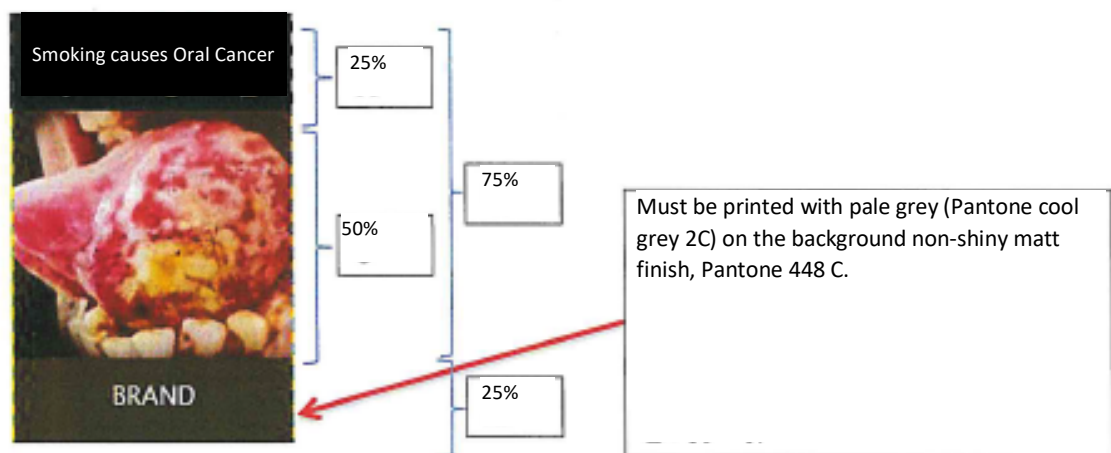
= 50%, red (M) = 50%, yellow (Y) = 50%, black (K) = 100%) and the font size must be as described by the Public Health Department.

- (d) the text statement **“Smoking is harmful for your health”** and **“Quit smoking”** must be printed on the top surface, **“the Nicotine, Tar and Carbon Monoxide contained in the cigarette cause Heart and Lung Diseases. Quit smoking”** and **“Quit smoking”** must be printed on the right-side surface; and **“Cigarette contains carcinogenic materials like Nitrosamine and Benzopyrene. Quit smoking”** must be printed on the left-side surface in black color (blue (C) = 50%, red (M) = 50%, yellow (Y) = 50%, black (K) = 100%) on background yellow color (blue (C) = 0%, red (M) = 0%, yellow (Y) = 100%, black (K) = 0%) with font size 4mm high (Pyidaungzu font size 9.5) for a small pack of cigarette and the font size 6mm high (Pyidaungzu font size 13) for a large pack of cigarette in Myanmar bold letter.
- (e) The text, **“Don’t sell to people under 18”** must be printed in white color (blue (C) = 0%, red (M) = 0%, yellow (Y) = 0%, black (K) = 0%) on the left-side, upper part, on the lid with the background black color (blue (C) = 50%, red (M) = 50%, yellow (Y) = 50%, black (K) = 100%) in the transverse session with font size 3mm high (Pyidaungzu font size 7) for the small pack of cigarette and the font size 6mm (Pyidaungzu font size 13) for the large pack of cigarette in bold letter.
- (f) While printing the Brand and Variant names of the tobacco and tobacco products, in Myanmar or English language, in the remaining lower part of the front and back cover of the cigarette pack:
 - (1) the letter must be printed in pale grey (Pantone cool grey 2 C) on non-shiny, dull color (Pantone 448 C) background,
 - (2) the font type must be Pyidaungzu font, the size must be uniform and not higher than 4mm (Pyidaungzu font size 9.5) for small cigarette pack and 8mm (Pyidaungzu font size 17.5) for large cigarette pack. The thickness must be regular.
- (g) When stating Manufacturer name, Manufacturing country and date on lower 25% of the left-side surface:
 - (1) the letter must be printed in pale grey (Pantone cool grey 2 C) on not shiny but dull color (Pantone 448 C),
 - (2) the font type must be Pyidaungzu font, the size must be uniform and not higher than 2mm (Pyidaungzu font size 5) for small cigarette pack and 4mm (Pyidaungzu font size 9.5) for large cigarette pack. The thickness must be regular.
- (h) If Bar Code is to be stated, it must only be stated at the bottom surface and the color must be black and white in a rectangular shape. No other shape is acceptable.
- (i) If the information related to quantity and weight are to be stated, they must be stated at the bottom surface and printed according to following specifications:
 - (1) the letter must be printed in pale grey (Pantone cool grey 2 C) on non-shiny, dull color (Pantone 448 C) background,

- (2) the font type must be Pyidaungzu font, the size must be uniform and not higher than 2mm (Pyidaungzu font size 5) for small cigarette pack and 4mm (Pyidaungzu font size 9.5) for large cigarette pack. The thickness must be regular.
 - (j) When printing and depicting health warning picture and text statements for the large cigarette pack, the type of health warning picture and text statements must be printed in all forms depending on the size.
 - (k) Text statements, designs, pictures, colors, brand name of the products, symbols and forms, which have the promotional and advertising nature; and making it to produce noise and having similar meaning must not be included directly or indirectly.
 - (l) The brand name must not be stated by inserting or attaching inserts or cards, on which the brand, logo, design of the product, other symbols and text statements are mentioned; inside or outside of the cigarette packs.
 - (m) QR Code and any other Electronic Symbols, except the cost and product types, must not be stated.
6. If the retailed cigarette packs sold domestically are not in rectangular shape, and while printing the health warning picture and text statements (in attached annexes) according to the standards with approval from the Public Health Department:
- (a) If the container is in cylindrical-shaped (e.g., round can, bottle, bundle), according to Section 5, Subsections (a), (b), (c), (d), (e), (f) and (g), the information which are to be printed on front, back surfaces and the side surfaces must be printed fully around the outer surface of that cylindrical-shaped cigarette pack. Those which should be stated on top surface, as specified in the Section 5, Subsection (d), must be stated on the top surface; and if Bar Code and weight are to be mentioned, they must be printed on the bottom surface as specified in the Section 5, Subsections (h) and (i).
 - (b) If the pack has two surfaces, the information which are to be stated on top, front and right- side surfaces must be printed on front surface, as specified in the Section 5, Subsections (a), (b), (c), (d) and (f); and those information which are to be stated on back, bottom and left-side surfaces must be printed on the back surface, as specified in the Section 5, Subsection (a), (b), (c), (d), (e), (f), (g), (h) and (i).
 - (c) The health warning picture and text statements must be printed clearly, the font size must follow the standards specified in the Section 5, Subsection (c).
 - (d) Brand and Variant names must be printed in sizes proportionate to the sizes specified in the Section 5, Subsection (f), and designated colors.
 - (e) For other specifications, they must follow those specified in the Section 5, Subsections (j), (k), (l) and (m); and if the packaging is not the same as those specified in this Order, it must be printed after getting approval from the Public Health Department.

7. The design of each cigarette stick must be as follows:
- (a) The filter, cover of the filter, wrapping paper of the cigarette stick and other parts of the cigarette must be made uniformly white with a matt finish. However, white or cork color can be used for the cover of the filter.
 - (b) If the brand name of the cigarette and an alphanumeric code are to be presented, they must be as follows:
 - (1) the text must be printed within 38mm from the end of the filter,
 - (2) if stated in Myanmar language, only letters and numbers can be mentioned,
 - (3) if stated in English language, only first letter must be in Uppercase; and letters, numbers and only "&" can be mentioned,
 - (4) only Pyidaungzu font type can be used,
 - (5) the text must be non-shiny black with a matt finish,
 - (6) the font size must not be bigger than 2mm (Pyidaungzu font size 5), with regular thickness.
 - (c) Other pictures and text statements, other than the brand name and an alphanumeric code, must not be mentioned.
8. When printing the cigarette pack, it must be according to the specifications stated in the Section 5, as follows:
- (a) the health warning picture on the front surface and attached warning text statements, the warning text statements on the left-side surface, warning text statements on the right-side surface (except the space for tax stamp), must be neither faded away nor detached when opening or closing the cigarette pack. The lid of the cigarette pack must not cover more than or less than 25% of the upper part of the cigarette pack.

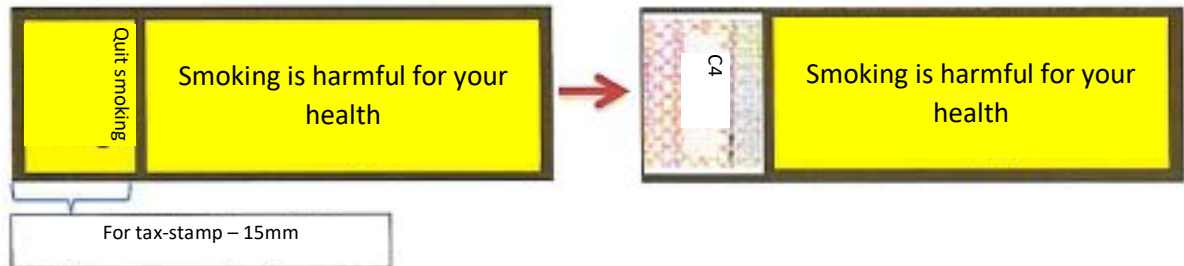
Health warning picture and text statement 75% (Health warning picture 50%+ text 25%)



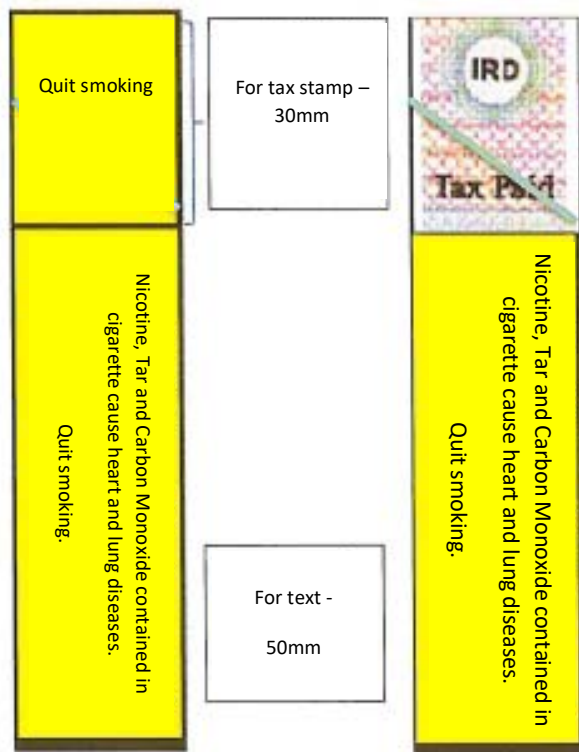
Unofficial Translation

- (b) When printing the warning text statement and the information on top and bottom surfaces, left-side and right- side surfaces, it must be according to the specifications stated in the Section 5, as follows:

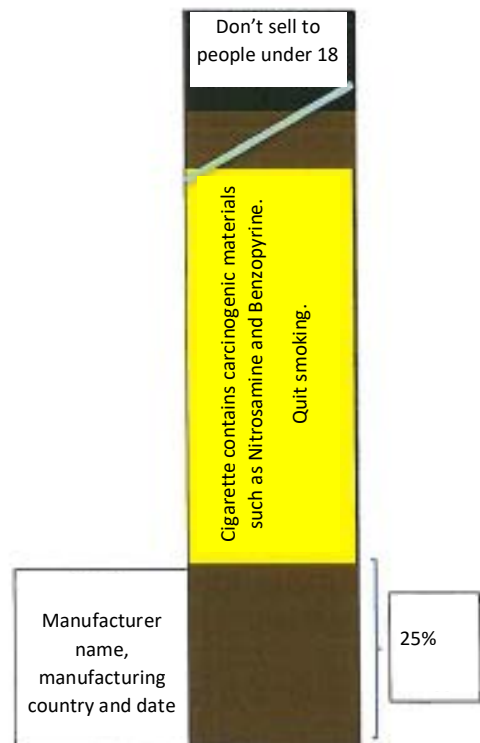
Top Surface



Right- side surface



Left-side surface



Bottom surface



- (c) Inner lining of the cigarette pack must be a white paper coated with thin layer of silver metal on one side. In addition, the remaining part of the silver metal layer or the part which is to be removed must not have any text statement, sign and symbol printed or depicted or reflected.
- (d) Inner collar of the cigarette pack must be non-shiny, matt color (Pantone 448 C). Inner collar must not have brand name, logo, product design, symbol and text statements printed or depicted or reflected, nor must not make the inner collar depressed or embossed or designed.
- (e) If there is a tear tape to remove the plastic cover of each cigarette pack, it must be totally black or colorless and transparent material. The width of the tape must be not more than 3mm. There must be neither text statement nor brand name on it.

9. When printing for cigarette cartons, the specifications stated in the Section 5 must be followed; and when printing according to following specifications, with the approval from the Public Health Department:

- (a) The font size of the health warning text for a large cigarette pack must be as specified in the Section 5, Subsections (d) and (e); and be clearly printed.
- (b) Health warning picture and text statements, which are to be presented on front and back surfaces, must be printed as specified in the Section 5, Subsections (c) and (j).
- (c) Brand and variant names of the product for a large cigarette pack must be printed as specified in the Section 5, Subsection (f).
- (d) Manufacturer name, manufacturing country and date for the large cigarette pack must be printed as specified in the Section 5, Subsection (g).

10. When packing and printing for cheroot, cigar and similar cigarette stick, it must follow the specifications stated inside the Section 5 and Section 6 for respective packaging design; and when printed according to following specifications, with approval from the Public Health Department:

- (a) The width of the wrap around the cheroot, cigar and similar cigarette stick must not be wider than 1cm. If the Brand and Variant names are to be written:
 - (1) it must be printed with pale Grey (Pantone Cool Grey 2C) color on the background of non-shiny and matt finish (Pantone 448 C),
 - (2) the font type must be Pyidaungzu font, not bigger than 4mm (Pyidaungzu font size 9.5) and the logo must not be present,
 - (3) if written in English language, only the first letter must be Upper-case and font thickness must be regular. No other text nor picture, except an alphanumeric code, must be present.
- (b) If each and every cheroot, cigar or similar cigarette stick is to be packed separately, it must be packed with colorless or transparent plastic sheet. There must be no text or symbol printed on it.

- (c) The health warning picture and font size of the text statements must be stated clearly and proportionately, with larger or smaller picture and text, based on the size specified in the Section 5, Subsection (c).
- (d) Brand and Variant names for small cigarette pack and large cigarette pack must be printed as specified in the Section 5, Subsection (f) and the size must be uniform.
- (e) Manufacturer name, manufacturing country and date for small cigarette pack and large cigarette pack must be printed as specified in the Section 5, Subsection (g) and the size must be uniform.

11. When packing tobacco products like bidis, snuff, dips, etc., as retailed cigarette packs, the health warning picture and text statements must follow the specifications mentioned in the Section 5, all Subsections, except Subsection (d); and the Section 6. And when printing according to following specifications with approval from the Public Health Department:

- (a) The health warning picture and font size of the warning text statements must be stated clearly and proportionately, with larger or smaller picture and text, based on the size specified in the Section 5, Subsection (c),
- (b) While printing the warning text statement like **“Using tobacco and Tobacco products is harmful for your health”** on top surface, **“Tobacco products contain Nicotine; and can cause severe addiction. Don’t chew tobacco”** on right-side surface, **“Tobacco products contain carcinogenic materials such as Nitrosamine and Benzopyrene. Quit betel nut chewing”** on left-side surface, please follow the specifications inside the Section 5, Subsection (d),
- (c) Brand and Variant names for small cigarette pack and large cigarette pack must be printed as specified in the Section 5, Subsection (f) and the size must be uniform,
- (d) Manufacturer name, manufacturing country and date for small cigarette pack and large cigarette pack must be printed as specified in the Section 5, Subsection (g) and the size must be uniform.

12. In relation to printing of locally retailed cigarette packs according to standards specified in the Section 4 to 11:

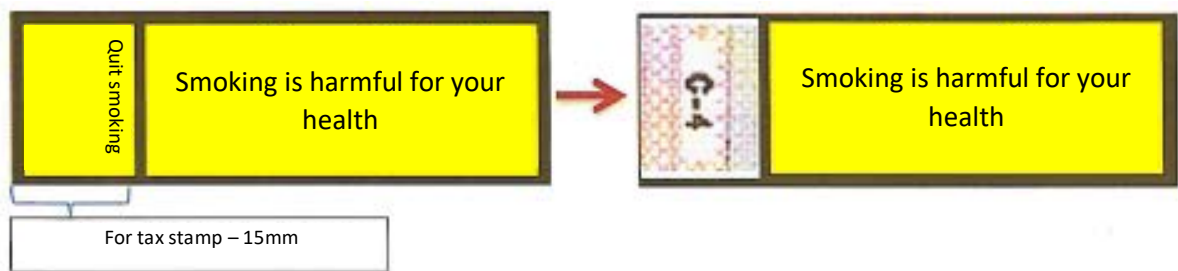
- (a) Each type of health warning picture and text statement in attached annexes should be used in small cigarette packs in same amount at the same time.
- (b) Health warning picture and text statement in attached annexes must be printed as updated by the Public Health Department every three years.
- (c) Anybody importing, manufacturing, distributing and selling tobacco and tobacco products must print health warning picture and text statements as specified by the Public Health Department.
- (d) If there are variant names, health warning signs and text statements must be clearly stated based on the variants.

Section (4)

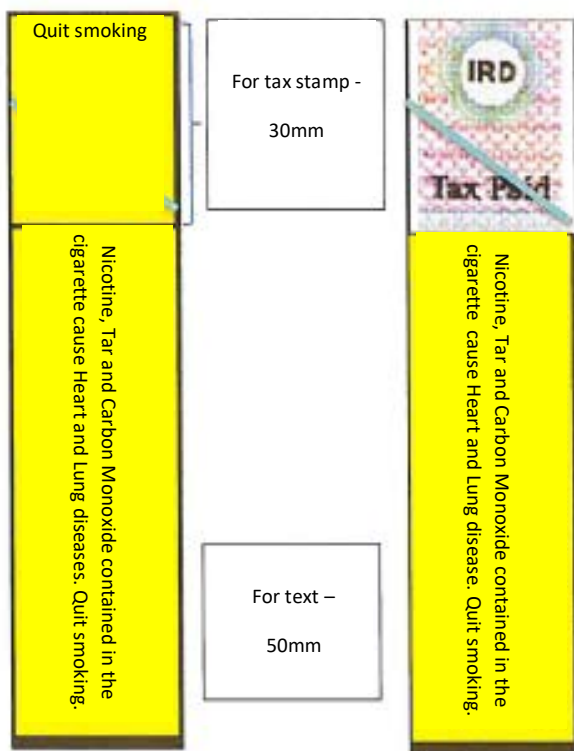
Restrictions

13. People importing, manufacturing or distributing tobacco and tobacco products must:
- (a) not destroy or cover the health warning sign and text statements on the cigarette packs.
 - (b) not cover the health warning sign and text statements when putting on tax-stamps. The tax-stamps must not be put in areas other than the designated areas, e.g., 15mm from the edge of top-surface and 30mm wide area at the upper part of right-side surface.

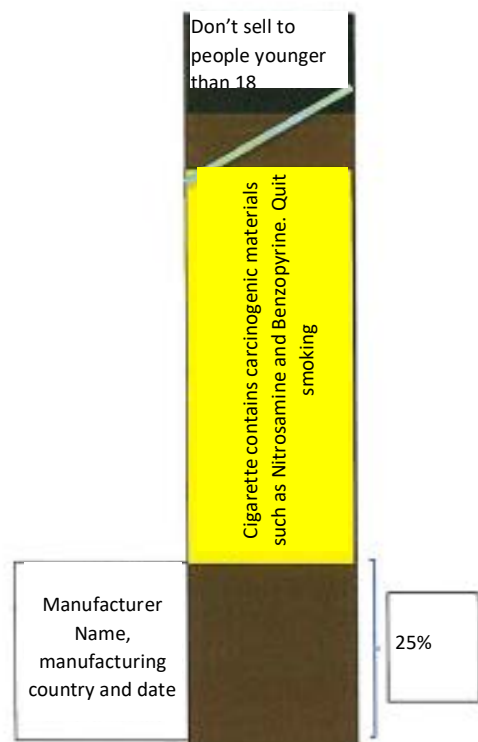
Top Surface



Right-side surface



Left-side surface



- (c) As stated in the Section 5, Subsections (k) and (l), things which have the nature to directly or indirectly advertise or promote tobacco and tobacco products, must not be inserted or printed.
- (d) On the cigarette packs, the texts (e.g., “**Low tar**”, “**Light**”, “**ultra-light**”, “**mild**”, “**cool**”, “**Special**”, “**full flavor**”, “**premium**”, “**rich**”, “**famous**”, “**slim**”, “**safe**”, etc.), picture and symbols implying that cigarette doesn’t cause severe health problem or similar meaning, or Brand and Variant names of tobacco and tobacco products must not be stated.
- (e) Text statements, symbols, numerical signs and other statements like mentioning constituents and amount or implying it is “**safer or beneficial for consumers**” must not be mentioned.
- (f) The expiration date must not be stated.

Section (5)

Discipline

- 14. (a) People importing, manufacturing, distributing, or selling the cigarette packs which are not packed nor printed according to the standards specified in this Order must be disciplined according to Section 13, Subsection (a) of “The Law of Tobacco and Tobacco Products Consumption”.
- (b) Anybody can file the disciplinary action by Subsection (a) at a police station.

Section (6)

General

- 15. Tobacco and tobacco products, which don’t comply with this Order, can continue to be sold only up to 90 days after the effective date of this Order.
- 16. If there is a conflict in relation to: implementing this Order, compliance, or deciding if it is stated as specified in this Order, the decision made by the Central Committee is final.
- 17. The order number 11/2016, issued by the Ministry of Health on 29th of February, 2016 was replaced and overruled by this Order from the date when it came into effect.

[signature]

Dr. Thet Khaing Win

Union Minister

Letter Number: 12 MaKha (La) 2021/12745

Date: 12th October, 2021

Unofficial Translation

Distribution

Office of the Chairman of the State Administration

Office of the Secretary of the State Administration

Office of the State Administration

Office of the Union Government

Office of Federal Assembly

Office of People Assembly

Office of the National Assembly

Union Court

Constitutional Tribunal of the Union

Union Election Commission Office

All Union Ministries

Office of the Auditor General of the Union

Union Civil Service office

Nay Pyi Taw Council

All Region or State Governments

Central Bank of Myanmar

Office of the Anti-Corruption Commission

Myanmar National Human Rights Commission Office

Nay Pyi Taw Development Committee

Yangon City Development Committee

Mandalay City Development Committee

Chairman, Myanmar Medical Council

Chairman, Myanmar Medical Association

Chairman, Myanmar Medical Professionals Association

Chairman, Myanmar Maternal and Child Welfare Association

Chairman, Myanmar Dental and Oral Medicine Council

Chairman, Myanmar Red Cross Society

Chairman, Myanmar Traditional Medicine Council

Chairman, Myanmar Nursing and Midwifery Council

Chairman, Myanmar Association of Pharmacists

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Chairman, Myanmar Health Officers Association

Chairman, Myanmar Private Hospitals Association

Chairman, Public Health Foundation

Director General

Department of Printing and Publishing



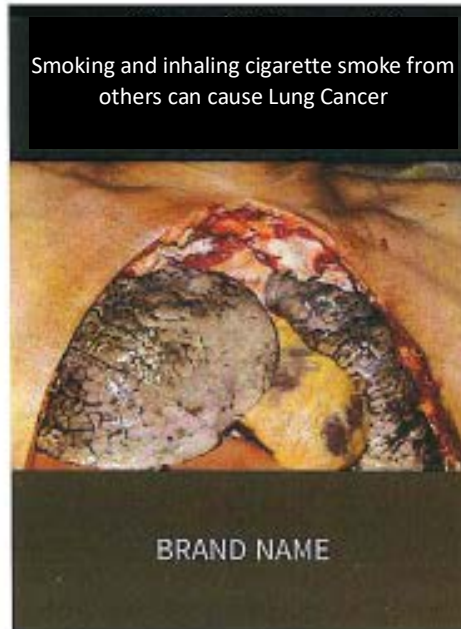
Please publish it in Myanmar Gazette Part 1.

All Departments under the Ministry of Health

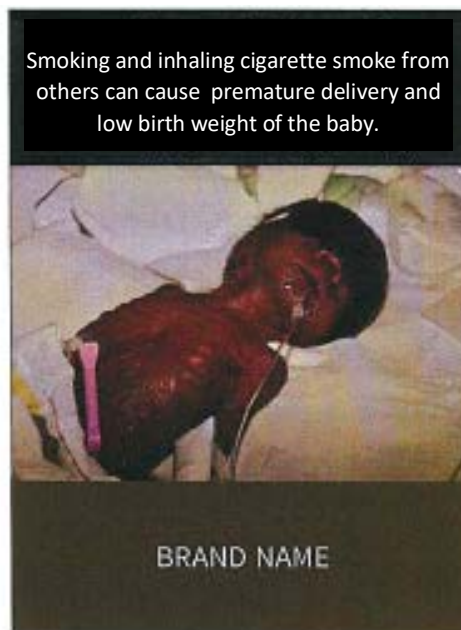
All Department Heads of Union Territory, Nay Pyi Taw / Region / State Public Health / Clinical
Department

Health Warning Pictures and Text Statements, which must be printed on the packaging of Cigarette, Cheroot, Cigar and similar Cigarettes

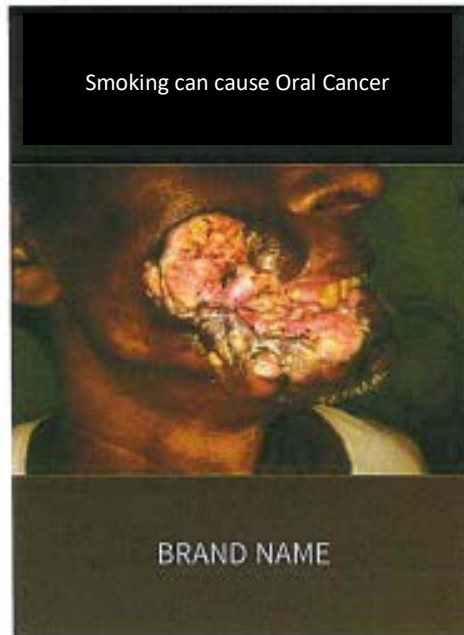
1. Smoking and inhaling cigarette smoke from others can cause Lung Cancer.



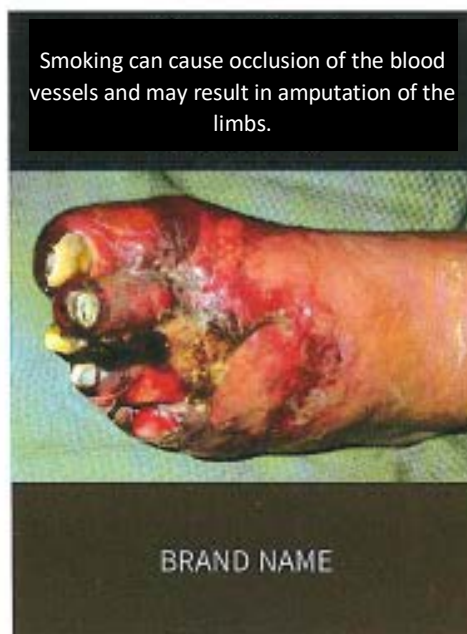
2. Smoking and inhaling cigarette smoke from others can cause premature delivery and low birth weight of the baby.



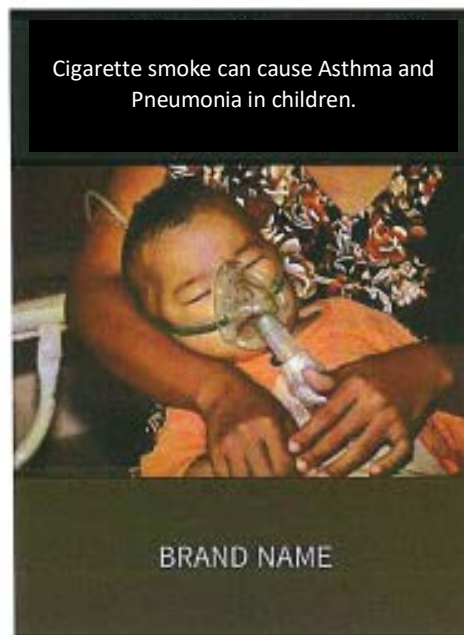
3. Smoking can cause Oral Cancer.



4. Smoking can cause occlusion of the blood vessels and may result in amputation of the limbs.

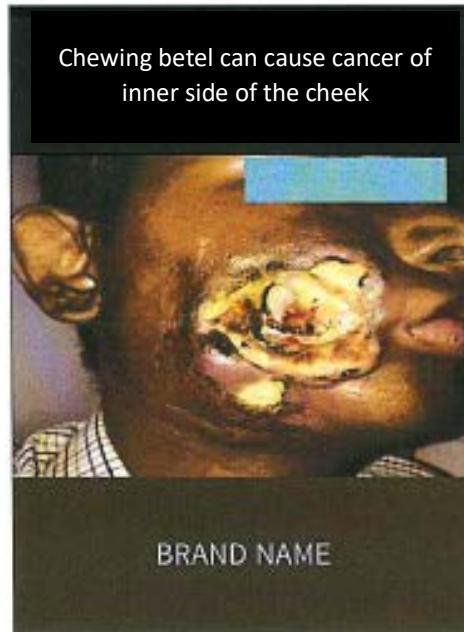


5. Cigarette smoke can cause Asthma and Pneumonia in children.

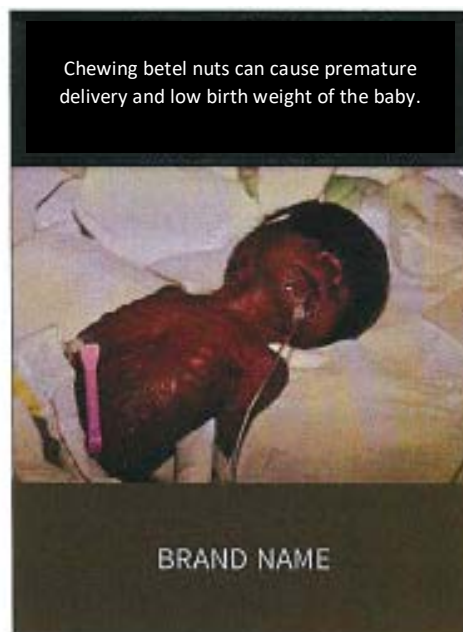


**Health warning pictures and text statements which must be printed on the packaging of
Bidis, Snuff and Dip**

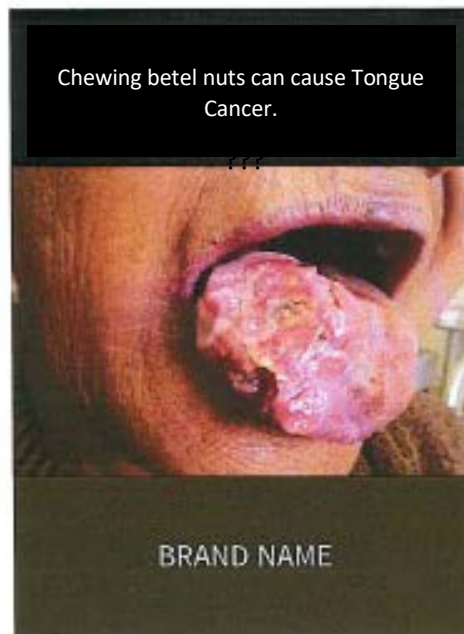
1. Chewing betel nuts can cause cancer of inner side of the Cheek.



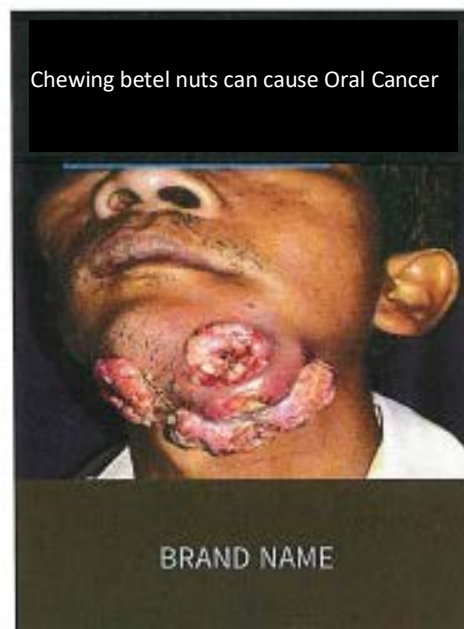
2. Chewing betel nuts can cause premature delivery and low birth weight of the baby.



3. Chewing betel nuts can cause Tongue Cancer.



4. Chewing betel nuts can cause Oral Cancer.



5. Chewing betel nuts can cause Throat Cancer.

