

Ministry of Public Health Notification
Subject: Criteria, Procedures, and Conditions
for the Display of Names, Prices, and Indication of Tobacco Product Retail Outlets, 2018

By virtue of Section 5, paragraph one, and Section 36, paragraph two, of the Tobacco Products Control Act, 2017, the Minister of Public Health, upon the recommendation of the National Tobacco Products Control Committee, hereby issues the following Notification:

Clause 1 This Notification shall be called the “Ministry of Public Health Notification on Criteria, Procedures, and Conditions for the Display of Names, Prices, and Indications of Tobacco Product Retail Outlets, 2018.”

Clause 2 This Notification shall come into force ninety days after the date of its publication in the Thai Royal Government Gazette and thereafter.

Clause 3 In this Notification:

“Retail outlets” mean stores or premises where goods are sold and services are provided directly to the consumers and where tobacco products are also sold.

Clause 4 Where it is necessary to display the names and prices of tobacco products to provide purchasers or consumers with information and assist them in making decisions, the operators of retail outlets referred to in Clause 3 shall prepare a name-and-price display by writing, printing, or otherwise making the information visible. The display shall contain only the brand name, trademark, or variant of the tobacco product and its selling price, in black letters or numerals no more than 1.0 centimeter in height and in the same font size throughout the text, on a white background measuring no more than 3 × 7 centimeters. Only one name-and-price display may be posted for each brand name, trademark, or variant. In addition, the display shall not contain any text, image, symbol, mark, illustration, design, or other element apart from those prescribed above.

Clause 5 The operators of retail outlets referred to in Clause 3 may display a statement either in Thai 'จำหน่ายยาสูบซึ่งเสพติดและทำลายสุขภาพ' or in English 'harmful and addictive tobacco sold here'. The statement may be handwritten, printed, or otherwise rendered in black letters of no more than 2.0 centimeters in height and in the same font size throughout the text, on a white background measuring no more than 7 × 21 centimeters. Only one such display is allowed in each outlet. The sign shall not contain any text, image, symbol, mark, illustration, design, or other element apart from those prescribed above.

Clause 6 The display of tobacco product names and prices referred to in Clause 4 and the display indicating that a place is a retail outlet for tobacco products referred to in Clause 5 may include a unique product code or wording to a similar effect. However, such displays shall not be prepared, printed, or otherwise produced in a manner that causes any particular name-and-price display to be more prominent or conspicuous, or to have characteristics different from those of the other name-and-price displays posted within the same retail outlet.

Clause 7 This Notification shall not apply to duty-free shops that sell tobacco products exclusively to outbound passengers departing the Kingdom.

Clause 8 In the event of any issue concerning compliance with or implementation of this Notification, the Director-General of the Department of Disease Control shall have the authority to make the final determination.

Issued on September 26, 2018

Piyasakol Sakolsatayadorn
Minister of Public Health