

Directives for Printing and Labeling of Warning Message and Graphics in the Boxes, Packets, Wrappers, Carton, Parcels and packaging of Tobacco Products - 2068 [2011]



**Government of Nepal
Ministry of Health and Population**

The Government of Nepal, Ministry of Health and Population has formulated following directives as per the rights given by sub clause (1) of clause 9 of Tobacco Products (Control and Regulation) Act - 2068 [2011]

- 1= **Citation and commencement :** (1) The name of this directive shall be "Directives for Printing and Labeling of Warning Message and Graphics in the Boxes, Packets, Wrappers, Cartons, Parcels and Packaging of Tobacco Products - 2068 [2011]
(2) This Directive shall come into force with effect from 18th of Kartik 2068 [4th November 2011].
2. **Definitions:** Unless the subject or context otherwise means, in this Directive:-
(a) "Tobacco products" shall mean the tobacco products as specified in the Clause 2 of the act.
(b) "Manufacturer" shall mean the manufacturers as specified in the section (f) under Clause (2) of the Act and the term would also include the manufacturers' association
(c) "Label" shall mean any symbol, picture or any other descriptive material that are written, printed, engraved, marked, included or shown in any other way in the packet of tobacco products.
(d) "Act" shall mean Tobacco Products (Control and Regulation) Act - 2068 [2011].
3. **Warning message and graphics to be printed and labeled:** Manufacturers should print and label the following warning messages and graphics in the font, size, area, color, format and quality as specified below in at least seventy-five percent space covering the principal area - upper front and back of the total outer portion of each box, packet, wrappers, carton, parcel and packaging of tobacco products:-

(1) The message and graphics to be printed in the box, packet and wrappers of cigarette.

- (a) Messages to be printed: the warning message "smoking and consuming tobacco causes lung cancer" in the principal area - front and back, the warning message "tobacco product is injurious to health, smoking kills" in the side pack-upper part, the warning message "smoking contains carcinogenic substances such as Nitrosamine and Benzopyrene, stop smoking" in the side pack-right part, and the warning message "the nicotine, tar and carbon monoxide contained in the smoking causes heart and lung disease, stop smoking" in the side pack-left part of box, packet and wrappers of cigarette shall be printed.
(b) The warning message shall be written in Devnagari Preeti font.
(c) The size of the font for writing warning message shall be 20 point size for principal areas of front and back and 12 point size for other side parts.
(d) The color of the font for writing warning message shall be white.
(e) The background color for writing warning message shall be red.
(f) The intensity of color (in percentage): The intensity of color in texts shall be blue (C) = 0%, red (M) = 0%, yellow (Y) = 0%, black (K) = 0% . The intensity of color in the background of warning message and graphics shall be blue (C) = 15%, red (M) = 100%, yellow (Y) = 100%, black (K) = 0%.
(g) Graphics: The following warning picture showing lung cancer shall be printed covering seventy-five percent of principal area - upper front and back of the box, packet and wrappers of cigarette.



- (h) Quality of graphics: The quality of graphics shall be as per the quality of the graphics contained in the CD provided to the manufacturer by the ministry.

The design of the message and graphics to be printed in the 20 stick box, packet and wrapper of cigarettes

**The design of the message and graphics to be printed in the 10 stick
box, packet and wrappers of cigarettes**

(2) The message and graphics in the box, packet and wrappers of *bidi*

(a) The message to be printed in rectangular shaped box, packet and wrapper of *bidi*: The warning message “smoking and tobacco consumed by you may result in low birth weight, disability or still birth of your child” in the principal area of front and back, the warning message “tobacco product is injurious to health, smoking kills” in the side pack - upper part, the warning message “smoking contains carcinogenic substances such as Nitrosamine and Benzopyrene, stop smoking” in the side pack - right part and the warning message “the nicotine, tar and carbon monoxide contained in the smoking causes heart and lung disease, stop smoking” in the side pack - left part of box, packet and wrappers of *bidi* shall be printed .

(b) The message to be printed in conical shaped box, packet and wrapper of *bidi*: The warning message “smoking and tobacco consumed by you may result in low birth weight, disability or still birth of your child” in the principal area of upper front and back, the warning message “tobacco product is injurious to health, smoking kills” in the principal area of lower front and back of box, packet and wrappers of *bidi* shall be printed.

(c) The warning message shall be written in Devnagari Preeti font

(d) The size of the font for writing warning message shall be 14 point size for principal area - upper front and back and 12 point size for other side parts.

(e) The color of the font for writing warning message shall be white.

(f) The background color for writing warning message shall be red.

(g) The intensity of color (in percentage): the intensity of color in texts shall be blue (C) = 0%, red (M) = 0%, yellow (Y) = 0%, black (K) = 0% . The intensity of color in the background of warning message and graphics shall be blue (C) = 15%, red (M) = 100%, yellow (Y) = 100%, black (K) = 0%.

(h) Graphics: The following warning picture showing dead child shall be printed covering seventy-five percent of principal area of upper front and back of the box, packet and wrappers of *bidi*.



(i) Quality of graphics: The quality of graphics shall be as per the quality of the graphics contained in the CD provided to the manufacturers by the ministry.

The design of the message and graphics to be printed in rectangular shaped box, packet and wrappers of *bidi*

The design of the message and graphics to be printed in conical shaped box, packet and wrappers of *bidi*

(3) The graphic and message to be printed in boxes, packets and wrappers of tobacco products such as *Surti, Khaini, Gutkha* (leaf tobacco, chewing tobacco, snuff etc)

(a) Messages to be printed: The warning message “tobacco product is injurious to health, consuming tobacco product kills” in the principal area of upper front and back, and the warning message “consuming tobacco products cause cancer of mouth and throat, stop chewing tobacco products” in the principal area of lower front and back of the box, packet and wrappers of tobacco products such as *Surti, Khaini, Gutkha* (leaf tobacco, chewing tobacco, snuff etc) shall be printed.

(b) The message to be printed in the cylindrical shaped pack of tobacco products such as *Surti, Khaini, Gutkha* (leaf tobacco, chewing tobacco, snuff etc) : The warning message “consuming tobacco products cause cancer of mouth and throat, stop chewing tobacco products” in the principal area of upper front and back of the lid, the warning message “tobacco product is injurious to health, consuming tobacco products kills” in the principal area - upper front and back of the pack, and the warning message “consuming tobacco products cause cancer of mouth and throat, stop chewing tobacco products” in the principal area of lower front and back of the warning graphics of the cylindrical packets of tobacco products such as *Surti, Khaini, Gutkha* (leaf tobacco, chewing tobacco, snuff etc) shall be printed.

(c) The warning message shall be written in Devnagari Preeti font.

(d) The size of the font for writing warning message shall be 18 point size for principal area - upper front and back and 12 point size for lower front and back part.

(e) The color of the font for writing warning message shall be white.

(f) The background color for writing warning message shall be red.

(g) The intensity of color (in percentage): The intensity of color in texts shall be blue (C) = 0%, red (M) = 0%, yellow (Y) = 0%, black (K) = 0% . The intensity of color in the background of warning message and graphics shall be blue (C) = 15%, red (M) = 100%, yellow (Y) = 100%, black (K) = 0%.

(h) Graphics: The following warning picture showing cancer of mouth and throat shall be printed covering seventy-five percent of principal area - upper front and back of the box, packet and wrappers of tobacco products such as *Surti, Khaini, Gutkha* (leaf tobacco, chewing tobacco, snuff etc).



(i) Quality of graphics: The quality of graphics shall be as per the quality of the graphics contained in the CD provided to the manufacturers by the ministry.

The design of the message and graphics to be printed in boxes, packets and wrappers of tobacco products such as *Surti, Khaini, Gutkha* (leaf tobacco, chewing tobacco, snuff etc.)

The design of the message and graphics to be printed in cylindrical shaped boxes, packets and wrappers of tobacco products such as *Surti, Khaini, Gutkha* (leaf tobacco, chewing tobacco, snuff etc.)

(4) The graphic and message to be printed in packaging, cartons and parcels of tobacco products

(a) Messages to be printed: The warning message “smoking and consuming tobacco causes lung cancer” in the principal area of upper front and back, the warning message “tobacco product is injurious to health, smoking kills” in the side pack - upper part, the warning message “smoking contains carcinogenic substances such as Nitrosamine and Benzopyrene, stop smoking” in the side pack - right part and the warning message “the nicotine, tar and Carbon Monoxide contained in the smoking causes heart and lung disease, stop smoking” in the side pack - left part of the packaging, carton and parcel of tobacco products shall be printed.

(b) The warning message shall be written in Devnagari Preeti font.

(c) The size of the font for writing warning message shall be 40 point size for principal area - upper front and back and 30 point size for other parts.

(d) The color of the font for writing warning message shall be white.

(e) The background color for writing warning message shall be red.

(f) The intensity of color (in percentage): The intensity of color in texts shall be blue (C) = 0%, red (M) = 0%, yellow (Y) = 0%, black (K) = 0% . The intensity of color in the background of warning message and graphics shall be blue (C) = 15%, red (M) = 100%, yellow (Y) = 100%, black (K) = 0%.

(g) Graphics: The following warning picture showing cancer of lung shall be printed covering seventy-five percent of principal area of upper front and back of the packaging, cartons and parcels of tobacco products.



(h) Quality of graphics: The quality of graphics shall be as per the quality of the graphics contained in the CD provided to the manufacturers by the ministry.

**The design of the message and graphics to be printed in packaging,
cartons and parcels of tobacco products**

4. **The wider portion is to be considered as principal upper part:** In case of conical shaped boxes, packets, wrappers, cartons, parcels and packaging of tobacco products, the warning message and graphics shall be printed and labeled considering the bigger and wider portion as the principal upper part.
5. **The language of the message:** The language to be printed in boxes, packets, wrappers, cartons, parcels and packaging of tobacco products shall be Nepali.
6. **Size of the text and graphics to increase:** In case of increase in the size of boxes, packet, wrappers, carton, parcel and packaging of tobacco products, the manufacturers should also increase the size of warning message and graphics in proportion to the size of boxes, packets, wrappers, cartons, parcels and packaging and labeling of tobacco products.
7. **Packaging and labeling to be done so as to clearly depict the warning message and graphics:** Manufacturers shall carry on packaging and labeling of the tobacco products by taking care not to distort, damage or hide the warning message and graphics in the boxes, packets wrappers, cartons, parcels and packaging of tobacco products.
8. **Not to do packaging and labeling in such a way that promotes the tobacco products:** No one, including the manufacturer, is allowed to do packaging and labeling by keeping any message, materials, color, graphics etc that might directly or indirectly promote the use of tobacco products.
9. **Not to do packaging and labeling by keeping false description about tobacco products:** No one, including the manufacturer, is allowed to include any words or any graphics or symbols that mean “mild, very mild, medium, less tar, safe, light” etc. and that might portray false, misleading or deceitful message regarding health, health risk or tobacco related products in the packaging and labeling of tobacco products.
10. **Not to engage in sales, purchase and distribution:** No one shall engage in production, sales, purchase and distribution of any tobacco products without including warning message and graphics as specified in Sub-Clause (1) of Clause 9 of the Act with effect from 18th Kartik 2068 [4th November 2011].