

UNOFFICIAL TRANSLATION

**DIRECTIVE ON
PRINTING WARNING MESSAGES AND PICTURES ON
TOBACCO PRODUCT BOXES, PACKETS, CARTONS, PARCELS AND
PACKAGING MATERIALS, 2014**

Government of Nepal
Ministry of Health and Population

Exercising the power conferred by Sub-section (1) under Section 9 of Tobacco Product (Control and Regulatory) Act, 2011, the Ministry of Health and Population framed the following directives:

1. **Short Title and Commencement:** (1) The title of this directive is 'Directive on Printing Warning Messages and Pictures on Boxes, Packets, Wrappers, Cartons, Parcels, and Packaging Materials of Tobacco Products, 2014.'

(2) This Directive will come into force from 15 May, 2015.

2. **Definition:** Unless the subject or context otherwise requires, in this Directive:

- (a) 'Act' means Tobacco Product (Control and Regulatory) Act, 2011.
- (b) 'Regulation' means Tobacco Product (Control and Regulatory) Regulation, 2011.
- (c) 'Ministry' means Ministry of Health and Population.
- (d) 'tobacco product' means tobacco products, pursuant to Section 2 (a) of the Act.
- (e) 'manufacturer' means manufacturer, pursuant to Clause (f) under Section (2) of the Act, including manufacturers association.
- (f) 'label' means any sign, picture or any descriptive material written, printed, lithographed marked, included or indicated in any way on packets of tobacco products.
- (g) 'graphic color picture' means graphic color pictures mentioned in Section 4, 5, 6, and 7 of the Directive.
- (h) 'warning message' means warning messages mentioned in Section 4, 5, 6, and 7 of the Directive.

3. **Printing Warning Messages and Graphic Color Pictures:** (1) Pursuant to Sub-section (1) under Section 9 of the Act, and Sub-rule (1) under Rule 9 of the Regulation, manufacturer should print the warning message 'Tobacco Product is Injurious to Health' clearly in Nepali and also graphic color pictures showing health hazards of consuming tobacco products on boxes, wrappers, packets, packaging materials and labels covering at least 90% of the space.

(2) Pursuant to Sub-section (1) graphic color pictures and warning messages should be printed on the inside as well as the outside of boxes, packets, wrappers, parcels, cartons and packaging materials of cigarette, *bidi*, chewing tobacco, tobacco and *gutkha* etc.

4. **Printing Warning Messages and Pictures on Cigarette Boxes, Packets and Wrappers:** (1) Pursuant to Section 3, manufacturer should print graphic color pictures and warning messages on cigarette boxes, packets and wrappers covering 90% of the upper part, front and back, as follows:

Pic No.	PICTURE		MESSAGE	
	Picture	Space for Picture	Message	Space for Message
a.	- - - -	70% out of 90% space (principle area-front and back) of the upper part of cigarette box, packet and wrapper.	Smoking and tobacco consumption causes lung cancer.	Top 20% out of 90% space (principle area-front and back) of the upper part of cigarette box, packet and wrapper.

b.	- - -	70% out of 90% space (principle area-front and back) of the upper part of cigarette box, packet and wrapper.	Smoking and tobacco consumption causes stroke.	Top 20% out of 90% space (principle area-front and back) of the upper part of cigarette box, packet and wrapper.
c.	- - -	70% out of 90% space (principle area-front and back) of the upper part of cigarette box, packet and wrapper.	Your smoking and tobacco consumption cause stillbirth, low birth weight in babies, and birth defects.	Top 20% out of 90% space (principle area-front and back) of the upper part of cigarette box, packet and wrapper.
d.	- - -	70% out of 90% space (principle area-front and back) of the upper part of cigarette box, packet and wrapper.	Tobacco consumption causes mouth and throat cancer.	Top 20% out of 90% space (principle area-front and back) of the upper part of cigarette box, packet and wrapper.
e.	- - -	70% out of 90% space (principle area-front and back) of the upper part of cigarette box, packet and wrapper.	Tobacco consumption causes mouth cancer.	Top 20% out of 90% space (principle area-front and back) of the upper part of cigarette box, packet and wrapper.

(2) Manufacturer should print five graphic color pictures and warning messages pursuant to Sub-section (1), distributing the pictures equally in every batch, 20% of each kind, among total cigarette boxes, packets and wrappers.

(3) Print warning messages such as, 'Tobacco Products are Injurious to Health' 'Smoking can Kill' on the upper part (side pack-upper part); 'Cigarette Smoke Contains Carcinogenic Substances such as Nitrosamine and Benzopyrene' 'Quit Smoking' on the right side (side pack-right part); and 'Nicotine, Tar, Carbon Monoxide in Cigarette Smoke can Cause Heart and Lung Diseases' 'Quit Smoking' on the left side (side pack-left part) of cigarette boxes, packets and wrappers.

(4) Warning message will be written in *devnagari* 'Preeti' font.

(5) Font size will be as stated in Annex 1.

(6) Font color of warning messages will be white.

(7) Background color for warning messages will be red.

(8) Color base of the text will be Cyan (C)=0%, Magenta (M)= 0%, Yellow (Y)= 0%, Black (K)= 0%, and the background color base for warning messages and graphic color pictures will be Cyan (C)=15%, Magenta (M)= 100%, Yellow (Y)= 100%, Black (K)= 0%.

(9) The layout for the cigarette box, packet and wrapper containing graphic color pictures and warning messages should be as shown in Annex 1.

(10) With regard to the quality of pictures, they must meet the picture quality provided in a CD by the Ministry.

5. Printing Warning Messages and Graphic Color Pictures on *Bidi* Boxes, Packets and Wrappers: (1)

Pursuant to Section 3, manufacturer should print graphic color pictures and warning messages covering 90% of the upper part, front and back, of *bidi* boxes, packets and wrappers as follows:

Pic No.	PICTURE		MESSAGE	
	Picture	Space for Picture	Message	Space for Message
a.	- - - -	70% out of 90% space (principle area-front and back) of the upper part of <i>bidi</i> box, packet and wrapper.	Smoking and tobacco consumption causes lung cancer.	Top 20% out of 90% space (principle area-front and back) of the upper part of <i>bidi</i> box, packet and wrapper.
b.	- - -	70% out of 90% space (principle area-front and back) of the upper part of <i>bidi</i> box, packet and wrapper.	Your smoking and tobacco consumption causes stillbirth, low birth weight in babies, and birth defects.	Top 20% out of 90% space (principle area-front and back) of the upper part of <i>bidi</i> box, packet and wrapper.

(2) The manufacturer should print with two graphic color pictures and warning messages pursuant to Sub-section (1) distributing the pictures equally in every batch, 50% of each kind, among total *bidi* boxes, packets and wrappers.

(3) Print warning messages such as, 'Tobacco Products are Injurious to Health' 'Smoking can Kill' on the upper part (side pack-upper part); 'Cigarette Smoke Contains Carcinogenic Substance such as Nitrosamine and Benzopyrene' 'Quit Smoking' on the right side (side pack-right part); and 'Nicotine, Tar, Carbon Monoxide in Cigarette Smoke can Cause Heart and Lung Diseases' 'Quit Smoking' on the left side (side pack-left part) of rectangular *bidi* boxes, packets and wrappers.

(4) Warning message will be written in *devnagari* 'Preeti' font.

(5) Font size will be as stated in Annex 2.

(6) Font color of warning messages will be white.

(7) Background color for warning messages will be red.

(8) Color base for the text will be Cyan (C)=0%, Magenta (M)= 0%, Yellow (Y)= 0%, Black (K)= 0%, and the background color base for warning messages and graphic color pictures will be Cyan (C)=15%, Magenta (M)= 100%, Yellow (Y)= 100%, Black (K)= 0%.

(9) The layout for the *bidi* box, packet and wrapper containing graphic color pictures and warning messages should be as shown in Annex 2.

(10) With regard to the quality of pictures, they must meet the picture quality provided in a CD by the Ministry.

6. Printing Warning Messages and Graphic Color Pictures on Boxes, Packets and Wrappers of Tobacco Products such as, Chewing Tobacco, Tobacco and Gutkha: (1) Pursuant to Section 3, manufacturer should print graphic color pictures and warning messages on chewing tobacco, tobacco and *gutkha* boxes, packets and wrappers covering 90% of the upper part, front and back, as follows:

Pic No.	PICTURE		MESSAGE	
	Picture	Space for Picture	Message	Space for Message
a.	- - -	Middle 50% space out of 90% (principle area-front and back) of the upper part of	Tobacco products are injurious to health. Their consumption can kill.	Top 20% space, above the picture, out of 90% (principle area-front and back) of the upper part of chewing tobacco, tobacco and <i>gutkha</i> box, packet and wrapper.

	- - - -	chewing tobacco, tobacco and <i>gutkha</i> box, packet and wrapper.	Consumption of tobacco products cause mouth and throat cancer. Quit tobacco consumption.	Lower 20% space, below the picture, out of 90% (principle area-front and back) of the upper part of chewing tobacco, tobacco and <i>gutkha</i> box, packet and wrapper.
b.	- - - - - - -	Middle 60% space out of 90% (principle area-front and back) of the upper part of chewing tobacco, tobacco and <i>gutkha</i> box, packet and wrapper.	Tobacco products are injurious to health. Their consumption can kill.	Top 15% space, above the picture, out of 90% (principle area-front and back) of the upper part of chewing tobacco, tobacco and <i>gutkha</i> box, packet and wrapper.
			Consumption of tobacco products cause mouth cancer. Quit tobacco consumption.	Lower 15% space, below the picture, out of 90% (principle area-front and back) of the upper part of chewing tobacco, tobacco and <i>gutkha</i> box, packet and wrapper.

(2) Manufacturer should print and mark with two graphic color pictures and warning messages pursuant to Sub-section (1), distributing the pictures equally in every batch, 50% of each kind, among total chewing tobacco, tobacco and *gutkha* boxes, packets and wrappers.

(3) In addition to the graphic color pictures and warning messages pursuant to Sub-section (1), print warning messages such as, 'Chewing Tobacco Causes Mouth Cancer' 'Quit Chewing Tobacco' on the packaging material that goes on the entire top part (side pack-upper top part) of the lid of the circular chewing tobacco, tobacco, and *gutkha* tins.

(4) Warning message will be written in *devnagari* 'Preeti' font.

(5) Font size will be as stated in Annex 3.

(6) Font color of warning messages will be white.

(7) Background color for warning messages will be red.

(8) Color base for the text will be Cyan (C)=0%, Magenta (M)= 0%, Yellow (Y)= 0%, Black (K)= 0%, and the background color base for warning messages and graphic color pictures will be Cyan (C)=15%, Magenta (M)= 100%, Yellow (Y)= 100%, Black (K)= 0%.

(9) The layout for chewing tobacco, tobacco, *gutkha* boxes, packets and wrappers containing graphic color pictures and warning messages should be as shown in Annex 3.

(10) With regard to the quality of pictures, they must meet the picture quality provided in a CD by the Ministry.

7. Printing Warning Messages and Graphic Pictures on Tobacco Product Cartons, Parcels and Packaging Materials:

(1) Pursuant to Section 3, manufacturer should print graphic color pictures and warning messages on the top 90% space of the carton and packaging material for boxes and packets of tobacco products such as cigarette, *bidi*, chewing tobacco, tobacco and *gutkha* as follows:

Pic No.	PICTURE		MESSAGE	
	Picture	Space for Picture	Message	Space for Message
a.	- - -	70% out of 90% space (principle area-front and back) of the upper part of tobacco	Smoking and tobacco product	Top 20% out of 90% space (principle area-front and back) of the upper part of tobacco

	-	product cartons, parcels and packaging materials.	consumption cause lung cancer.	product cartons, parcels and packaging materials.
b.	- - -	70% out of 90% space (principle area-front and back) of the upper part of tobacco product cartons, parcels and packaging materials.	Smoking and tobacco product consumption cause stroke.	Top 20% out of 90% space (principle area-front and back) of the upper part of tobacco product cartons, parcels and packaging materials.
c.	- - - -	70% out of 90% space (principle area-front and back) of the upper part of tobacco product cartons, parcels and packaging materials.	Your smoking and consuming tobacco product cause low birth weight in babies, stillbirth and birth defects.	Top 20% out of 90% space (principle area-front and back) of the upper part of tobacco product cartons, parcels and packaging materials.
d.	- - - -	70% out of 90% space (principle area-front and back) of the upper part of tobacco product cartons, parcels and packaging materials.	Tobacco product consumption causes mouth and throat cancer.	Top 20% out of 90% space (principle area-front and back) of the upper part of tobacco product cartons, parcels and packaging materials.
e.	- - - -	70% out of 90% space (principle area-front and back) of the upper part of tobacco product cartons, parcels and packaging materials.	Tobacco product consumption causes mouth cancer.	Top 20% out of 90% space (principle area-front and back) of the upper part of tobacco product cartons, parcels and packaging materials.

(2) Manufacturer should print and mark with five graphic color pictures and warning messages pursuant to Sub-section (1), distributing the pictures equally in every batch, 20% of each kind, among total cigarette boxes, packets and wrappers.

(3) Print warning messages such as, 'Tobacco Products are Injurious to Health' 'Smoking can Kill' on the upper part (side pack-upper part); 'Cigarette Smoke contains Carcinogenic Substance such as Nitrosamine and Benzopyrene' 'Quit Smoking' on the right side (side pack-right part); and 'Nicotine, Tar, Carbon Monoxide in Cigarette Smoke can Cause Heart and Lung Diseases' 'Quit Smoking' on the left side (side pack-left part) of tobacco product boxes, cartons for packets, parcels and packaging materials.

(4) Warning message will be written in *devnagari* 'Preeti' font.

(5) Font size will be as stated in Annex 4.

(6) Font color of warning messages will be white.

(7) Background color for warning messages will be red.

(8) Color base of the text will be Cyan (C)=0%, Magenta (M)= 0%, Yellow (Y)= 0%, Black (K)= 0%, and the background color base for warning messages and graphic color pictures will be Cyan (C)=15%, Magenta (M)= 100%, Yellow (Y)= 100%, Black (K)= 0%.

(9) The layout for the cigarette box, packet and wrapper containing graphic color pictures and warning messages should be as shown in Annex 4.

(10) With regard to the quality of pictures, they must meet the picture quality provided in a CD by the Ministry.

Annex 1
(Related to Section 4)

Layout for cigarette box, packet and wrapper consisting of warning messages and graphic color pictures

Related to Section 4 (a)

Side pack-upper part message: Tobacco Products are Injurious to Health. Smoking can Kill.
Upper part-front and back message: Smoking and Tobacco Consumption Causes Lung Cancer
Side pack-left message: Nicotine, Tar, Carbon Monoxide in Cigarette Smoke can Cause Heart and Lung Diseases. Quit Smoking.
Side pack-right message: Cigarette Smoke Contains Carcinogenic Substance such as Nitrosamine and Benzopyrene. Quit Smoking.

Related to Section 4 (b)

Side pack-upper part message: Tobacco Products are Injurious to Health. Smoking can Kill.
Upper part-front and back message: Smoking and Tobacco Consumption cause Stroke
Side pack-left message: Nicotine, Tar, Carbon Monoxide in Cigarette Smoke can Cause Heart and Lung Diseases. Quit Smoking
Side pack-right message: Cigarette Smoke Contains Carcinogenic Substance such as Nitrosamine and Benzopyrene. Quit Smoking.

Related to Section 4 (c)

Side pack-upper part message: Tobacco Products are Injurious to Health. Smoking can Kill.
Upper part-front and back message: Your Smoking and Consuming Tobacco Causes Low Birth Weight in Babies, Stillbirth and Birth Defects
Side pack-left message: Nicotine, Tar, Carbon Monoxide in Cigarette Smoke can Cause Heart and Lung Diseases. Quit Smoking.
Side pack-right message: Cigarette Smoke Contains Carcinogenic Substance such as Nitrosamine and Benzopyrene. Quit Smoking.

Related to Section 4 (d)

Side pack-upper part message: Tobacco Products are Injurious to Health. Smoking can Kill.
Upper part-front and back message: Tobacco Consumption Causes Mouth Cancer
Side pack-left message: Nicotine, Tar, Carbon Monoxide in Cigarette Smoke can Cause Heart and Lung Diseases. Quit Smoking.
Side pack-right message: Cigarette Smoke Contains Carcinogenic Substance such as Nitrosamine and Benzopyrene. Quit Smoking.

Related to Section 4 (e)

Side pack-upper part message: Tobacco Products are Injurious to Health. Smoking can Kill.
Upper part-front and back message: Tobacco Consumption Causes Mouth and Throat Cancer.
Side pack-left message: Nicotine, Tar, Carbon Monoxide in Cigarette Smoke can Cause Heart and Lung Diseases. Quit Smoking.
Side pack-right message: Cigarette Smoke Contains Carcinogenic Substance such as Nitrosamine and Benzopyrene. Quit Smoking.

Annex 2

(Related to Section 5)

Layout for *bidi* box, packet and wrapper consisting of warning messages and graphic color pictures

Related to Section 5 (a)

Upper part-front and back message: Smoking and Tobacco Consumption Causes Lung Cancer

Related to Section 5 (b)

Upper part-front and back message: Your Smoking and Consuming Tobacco Causes Low Birth Weight in Babies, Stillbirth and Birth Defects

Related to (a) of Section 5 (1) and Section 5 (3)

Side pack-upper part message: Tobacco Products are Injurious to Health. Smoking can Kill.

Upper part-front and back message: Smoking and Tobacco Consumption Cause Lung Cancer

Side pack-left message: Nicotine, Tar, Carbon Monoxide in Cigarette Smoke can Cause Heart and Lung Diseases. Quit Smoking.

Side pack-right message: *Bidi* Smoke Contains Carcinogenic Substance such as Nitrosamine and Benzopyrene. Quit Smoking.

Related to (b) of Section 5 (1) and Section 5 (3)

Side pack-upper part message: Tobacco Products are Injurious to Health. Smoking can Kill.

Upper part-front and back message: Your Smoking and Consuming Tobacco Causes Low Birth Weight in Babies, Stillbirth and Birth Defects

Side pack-left message: Nicotine, Tar, Carbon Monoxide in Cigarette Smoke can Cause Heart and Lung Diseases. Quit Smoking.

Side pack-right message: *Bidi* Smoke Contains Carcinogenic Substance such as Nitrosamine and Benzopyrene. Quit Smoking.

Annex 3
(Related to Section 6)

Layout for *chewing tobacco, tobacco and gutkha* box, packet and wrapper
consisting of warning messages and graphic color pictures

Related to (a) of Section 6 (1)

Upper part-front and back message: Tobacco Products are Injurious to Health. Smoking can Kill.
Lower part-front and back message: Tobacco Consumption Causes Mouth and Throat Cancer. Quit Tobacco Consumption.

Related to (b) of Section 6 (1)

Upper part-front and back message: Tobacco Products are Injurious to Health. Smoking can Kill.
Lower part-front and back message: Tobacco Consumption Causes Mouth and Throat Cancer. Quit Tobacco Consumption.

Related to (a) of Section 6 (1) and 6 (3)

Upper part-front and back message: Tobacco Products are Injurious to Health. Smoking can Kill.
Lower part-front and back message: Tobacco Consumption Causes Mouth and Throat Cancer. Quit Tobacco Consumption.
Side pack-upper top part (circular): Tobacco Consumption Causes Mouth and Throat Cancer. Quit Tobacco Consumption.
Side pack-lower top part (circular): Tobacco Products are Injurious to Health. Smoking can Kill.

Related to (b) of Section 6 (1) and 6 (3)

Upper part-front and back message: Tobacco Products are Injurious to Health. Smoking can Kill.
Lower part-front and back message: Tobacco Consumption Causes Mouth and Throat Cancer. Quit Tobacco Consumption.
Side pack-upper top part (circular): Tobacco Consumption Causes Mouth and Throat Cancer. Quit Tobacco Consumption.
Side pack-lower top part (circular): Tobacco Products are Injurious to Health. Smoking can Kill.

Annex 4
(Related to Section 7)

Layout for Tobacco Product Cartons, Parcels and Packaging Materials
Consisting of Warning Messages and Graphic Color Pictures

Related to (a) of Section 7 (1)

Side pack-upper part message: Tobacco Products are Injurious to Health. Smoking can Kill.
Upper part-front and back message: Smoking and Tobacco Consumption Causes Lung Cancer
Side pack-left message: Nicotine, Tar, Carbon Monoxide in Tobacco Smoke can Cause Heart and Lung Diseases. Quit Smoking.
Side pack-right message: Tobacco Smoke Contains Carcinogenic Substance such as Nitrosamine and Benzopyrene. Quit Smoking.

Related to (b) of Section 7 (1)

Side pack-upper part message: Tobacco Products are Injurious to Health. Smoking can Kill.
Upper part-front and back message: Smoking and Tobacco Consumption Causes Stroke
Side pack-left message: Nicotine, Tar, Carbon Monoxide in Tobacco Smoke can Cause Heart and Lung Diseases. Quit Smoking.
Side pack-right message: Tobacco Smoke Contains Carcinogenic Substance such as Nitrosamine and Benzopyrene. Quit Smoking.

Related to (c) of Section 7 (1)

Side pack-upper part message: Tobacco Products are Injurious to Health. Smoking can Kill.
Upper part-front and back message: Your Smoking and Consuming Tobacco Causes Low Birth Weight in Babies, Stillbirth and Birth Defects
Side pack-left message: Nicotine, Tar, Carbon Monoxide in Tobacco Smoke can Cause Heart and Lung Diseases. Quit Smoking.
Side pack-right message: Tobacco Smoke Contains Carcinogenic Substance such as Nitrosamine and Benzopyrene. Quit Smoking.

Related to (d) of Section 7 (1)

Side pack-upper part message: Tobacco Products are Injurious to Health. Smoking can Kill.
Upper part-front and back message: Tobacco Product Consumption Causes Mouth and Throat Cancer
Side pack-left message: Nicotine, Tar, Carbon Monoxide in Tobacco Smoke can Cause Heart and Lung Diseases. Quit Smoking.
Side pack-right message: Tobacco Smoke Contains Carcinogenic Substance such as Nitrosamine and Benzopyrene. Quit Smoking.