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TOBACCO
(CONTROL OF ADVERTISEMENTS AND SALE) ACT
(CHAPTER 309)

TOBACCO
(CONTROL OF ADVERTISEMENTS AND SALE)
(APPEARANCE, PACKAGING AND LABELLING)
REGULATIONS 2019

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In exercise of the powers conferred by section 37 of the Tobacco (Control of Advertisements and Sale) Act, the Minister for Health makes the following Regulations:

PART 1
PRELIMINARY

Citation and commencement

1. These Regulations are the Tobacco (Control of Advertisements and Sale) (Appearance, Packaging and Labelling) Regulations 2019 and come into operation on 1 July 2020.

Definitions

2.—(1) In these Regulations —

“cigar tube” means a retail package of a cigar that complies with regulation 19;

“cigarette carton” means a retail package of cigarettes which is a box or carton containing 2 or more cigarette packs;

“cigarette pack” means a retail package of cigarettes which contains not less than the prescribed minimum number of cigarettes in section 12(3) of the Act;

“container” includes any box, carton, tin, packet, bag or pouch;

“decorative feature” includes any ridge, bulge or bevel;

“health information message” means the health information message mentioned in regulation 25(2);

“health warning” means a health warning mentioned in regulation 21(2) or (3), 22(1) or 23(1);

“import and wholesale licensee” means the holder of an import and wholesale licence mentioned in section 18(1) or (2) of the Act;

“larger package” means 2 or more retail packages of any tobacco product fastened or wrapped together without an outer container;

“mandatory sign” means a sign bearing —

(a) a health warning;

(b) the health information message; or

(c) the sales restriction information;

“mark” includes a trade mark;

“retail package”, in relation to any tobacco product, means a container in which the tobacco product is supplied for the purpose of retail sale;

“sales restriction information” means the sales restriction information mentioned in regulation 26(1);

“small retail package” means a retail package with an external surface area not exceeding 9,000 square millimetres;

“texture” includes any embossing.

(2) In these Regulations, an adhesive label is regarded as not easily removable if —

(a) it is likely to stay affixed to the retail package or the wrapper covering the retail package to which it is affixed during the expected life of the retail package or wrapper, as the case may be; and

(b) it cannot be removed without damaging the retail package or wrapper to which it is affixed, as the case may be.

PART 2

REQUIREMENTS FOR RETAIL PACKAGES

Division 1 — Requirements for retail packages of all tobacco products

Appearance of retail packages

3.—(1) The external surface of a retail package of any tobacco product must —

(a) subject to paragraph (2), be entirely in the colour Pantone 448C; and

(b) have a matte finish.

(2) Paragraph (1)(a) does not apply to any part of the external surface of a retail package of any tobacco product on which is displayed —

(a) a mandatory sign; or

(b) a bar code, or a unique identification mark that is not alphanumeric, that complies with the First Schedule.

(3) The internal surface of a retail package of any tobacco product must —

(a) be white in colour, unless paragraph (4) applies; and

(b) have a matte finish.

(4) Where a retail package of any tobacco product is made of any metal or wood, the internal surface of the retail package must be in either of the following colours:

(a) white;

(b) the colour of the metal or wood used.

(5) The external and internal surfaces of a retail package of any tobacco product must —

(a) be smooth; and

(b) not bear any decorative feature, shape, texture or other embellishment.

Use of stickers, etc., on external and internal surfaces of retail packages

4.—(1) Unless permitted or required under these Regulations, a sticker, an adhesive label or any other thing must not be affixed to, or cover all or any part of, the external or internal surface of a retail package of any tobacco product.

(2) One or more stickers may be affixed to cover the entire external surface of a retail package of any tobacco product (except cigarettes) which is made of wood —

(a) only so that the retail package complies with regulation 3(1); and

- (b) such that it does not form a design or pattern or otherwise has the effect of promoting the tobacco product.

Form and construction of retail packages

5.—(1) A retail package of any tobacco product must not have more than 6 sides in any configuration.

(2) A retail package of any tobacco product must not include any feature that —

- (a) may be activated or modified at any time during the expected life of the retail package, such that the retail package no longer complies with these Regulations;
- (b) obscures or obliterates all or any part of a mandatory sign;
- (c) allows the contents of the retail package to be visible without opening the retail package; or
- (d) makes any sound, or gives off any scent (other than the natural scent of the tobacco used), that has the effect of promoting the tobacco product.

(3) Without limiting paragraph (2)(a), the retail package must not include any of the following features:

- (a) heat-activated inks;
- (b) inks or embellishments designed to appear or disappear over time;
- (c) inks that change colour or appear fluorescent in certain light;
- (d) panels designed to be scratched or rubbed to reveal an image or text;
- (e) fold-out or removable tabs or panels.

Wrappers of retail packages

6.—(1) Paragraph (2) applies to a wrapper that covers —

- (a) a retail package of any tobacco product;

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- (b) a container which contains 2 or more retail packages of any tobacco product; or
 - (c) a larger package of any tobacco product.
- (2) A wrapper mentioned in paragraph (1) —
- (a) must be transparent and not coloured; and
 - (b) unless permitted or required under these Regulations, must not bear any mark, decorative feature, shape, texture or other embellishment.

Tear strips on wrappers

7.—(1) A wrapper mentioned in regulation 6(1) may include only one tear strip, which must —

- (a) be transparent and not coloured;
- (b) be parallel to any edge of the retail package, container or larger package, as the case may be; and
- (c) form a single continuous straight line of constant width around the circumference of the retail package, container or larger package, as the case may be.

(2) In this regulation, “tear strip” 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.

Inserts of retail packages

8.—(1) Subject to paragraph (2), a retail package of any tobacco product may, for the sole purpose of avoiding any damage to the tobacco product that may be caused during the transport or storage of the retail package, include an insert that complies with paragraph (3).

(2) A retail package of cigarettes must not contain an insert mentioned in paragraph (1).

(3) The insert mentioned in paragraph (1) must —

- (a) be made of cardboard, metal, paper, plastic or wood;

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- (b) be entirely in any of the following colours:
 - (i) the colour Pantone 448C or white, if the insert is made of cardboard, paper or plastic;
 - (ii) the colour of the metal or wood used, Pantone 448C or white, if the insert is made of metal or wood;
 - (c) be placed inside the retail package; and
 - (d) not bear any mark, text, decorative feature, shape, texture or other embellishment.

Permitted marks on retail packages

9.—(1) A retail package of any tobacco product must not bear any mark, term, descriptor or figurative or other sign except —

- (a) a mark (called a permitted mark) of a type, and that conforms with the specifications, set out in the First Schedule;
 - (b) any other mark that is required or permitted under the Act, its regulations or any other written law; or
 - (c) if the tobacco product is manufactured outside Singapore, a mark, term, descriptor or figurative or other sign that is required under the law of the country of manufacture to indicate that the tobacco product is manufactured specifically for export.
- (2) All permitted marks must be printed —
- (a) in the case of a cigarette carton or cigarette pack, directly on the cigarette carton or cigarette pack, as the case may be;
 - (b) in the case of a wrapper mentioned in regulation 6(1)(c) which covers 2 or more cigarette cartons or cigarette packs, directly on the wrapper, unless paragraph (3) applies; or
 - (c) in any other case, directly on the retail package, unless paragraph (3) applies.
- (3) Where it is not possible to print a permitted mark directly on —
- (a) a wrapper mentioned in paragraph (2)(b); or

(b) a retail package mentioned in paragraph (2)(c), the permitted mark may be printed on one or more adhesive labels that comply with paragraph (4) and are affixed on the wrapper or retail package, as the case may be.

(4) An adhesive label mentioned in paragraph (3) must —

- (a) be no larger than is necessary to display the permitted marks printed on the adhesive label;
- (b) be affixed to the retail package or the wrapper (as the case may be) such that the adhesive label is not easily removable; and
- (c) subject to paragraph (5), have a background that is in the colour Pantone 448C or is transparent.

(5) The background of an adhesive label on which a bar code in the First Schedule is printed must be white in colour.

(6) The permitted marks, and an adhesive label mentioned in paragraph (3), must not obscure or obliterate all or any part of a mandatory sign.

Prohibited words

10. For the purposes of section 17(3)(b)(ii) of the Act, a tobacco product, and the packaging or labelling of a tobacco product, must not bear any of the following words in English or translated in any other language:

- (a) “light”;
- (b) “lights”;
- (c) “low tar”;
- (d) “low-tar”;
- (e) “mild”;
- (f) “ultra-light”.

*Division 2 — Additional requirements for
retail packages of cigarettes*

Application of this Division

11. A retail package of any cigarettes must comply with the requirements in this Division, in addition to the requirements in Division 1.

Permitted retail packages of cigarettes

12. Only the following may be used as a retail package of any cigarettes:

- (a) a cigarette carton;
- (b) a cigarette pack;
- (c) a larger package comprising 2 or more cigarette packs which is covered by a wrapper that complies with regulation 6(2).

Construction of cigarette cartons and cigarette packs

- 13.—**(1) Every cigarette carton or cigarette pack must be —
- (a) made of cardboard; and
 - (b) cuboid in shape when closed.
- (2) Every edge of a cigarette carton or cigarette pack must —
- (a) be rigid and straight; and
 - (b) not be rounded, bevelled or embellished.
- (3) Every side of a cigarette carton or cigarette pack must be rigid and straight.

Construction of cigarette packs

- 14.—**(1) The dimensions of every cigarette pack must be as follows:
- (a) a height of not less than 85 millimetres and not more than 104 millimetres;

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- (b) a width of not less than 55 millimetres and not more than 66 millimetres;
 - (c) a depth of not less than 20 millimetres and not more than 28 millimetres.

(2) The opening of the cigarette pack must be a flip-top lid that is hinged at the back of the cigarette pack.

(3) Every edge of the flip-top lid and inside lip of the cigarette pack must —

- (a) be straight; and
- (b) not be rounded, bevelled or embellished.

Perforated strips in cigarette cartons

15. A cigarette carton may include a perforated strip that, when the perforated strip is used to open the cigarette carton, leaves serrations on the edge of any surface of the cigarette carton.

Linings of retail packages of cigarettes

16.—(1) A retail package of cigarettes may include a lining that complies with paragraphs (2) and (3).

(2) The lining mentioned in paragraph (1) must —

- (a) be made of only foil or paper;
- (b) have an outer surface that is —
 - (i) in silver colour, if the lining is made of foil; or
 - (ii) in white colour, if the lining is made of paper;
- (c) have an inner surface that is in white colour; and
- (d) be affixed to the inside of the retail package of cigarettes such that the lining —
 - (i) is likely to stay affixed to the inside of the retail package during the expected life of the retail package; and
 - (ii) cannot be removed without damaging the inside of the retail package or the lining itself.

(3) The entire surface of the lining mentioned in paragraph (1) may bear pin dot embossing if —

- (a) the embossing is applied for the purpose of —
 - (i) manufacturing the retail package; or
 - (ii) packaging tobacco products in the retail package;and
- (b) the embossing does not have the effect of promoting the tobacco product.

Division 3 — Additional requirements for retail packages of cigars and other tobacco products

Application of this Division

17. A retail package of any tobacco product (except cigarettes) must comply with the requirements in this Division, in addition to the requirements in Division 1.

Construction of retail packages of cigars and other tobacco products

18.—(1) The requirements in this regulation apply to a retail package of any tobacco product mentioned in regulation 17 (called in this regulation the applicable retail package), except —

- (a) a cigar tube; or
- (b) a small retail package of beedies.

(2) An applicable retail package must comply with the following requirements:

- (a) its largest dimension must be not less than 85 millimetres;
- (b) its second-largest dimension must be not less than 55 millimetres;
- (c) every surface of the applicable retail package must have a matte finish.

(3) Where the applicable retail package is a box made of cardboard —

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- (a) the applicable retail package must be cuboid in shape when closed;
 - (b) every edge of the applicable retail package —
 - (i) must be rigid and straight; and
 - (ii) must not be rounded, bevelled or embellished; and
 - (c) every side of the applicable retail package must be rigid and straight.
- (4) Where the applicable retail package is a box made of any material other than cardboard —
- (a) the applicable retail package must be made of rigid material;
 - (b) the applicable retail package —
 - (i) may have one or more rounded edges, each of which must not exceed 6 millimetres in width; and
 - (ii) must not have any edge that is bevelled or embellished;
 - (c) every side of the applicable retail package must be rigid and straight; and
 - (d) all adjacent surfaces of the applicable retail package must meet at right angles.
- (5) Where the applicable retail package is a bag or pouch —
- (a) the applicable retail package must —
 - (i) be rectangular in shape; and
 - (ii) have only 2 sides;
 - (b) each surface of the applicable retail package must —
 - (i) be opaque and flat; and
 - (ii) not bear any decorative feature, shape, texture or other embellishment; and
 - (c) if the applicable retail package has a closing flap, the tab of the flap must be translucent and not coloured.

Cigar tubes

19.—(1) A cigar tube must —

- (a) be made of rigid material;
- (b) be either —
 - (i) cylindrical in shape, with one or both ends that are tapered or rounded; or
 - (ii) rectangular in shape; and
- (c) have an opening of —
 - (i) not less than 15 millimetres in diameter, if the cigar tube is cylindrical in shape; or
 - (ii) not less than 15 millimetres in width, if the cigar tube is rectangular in shape.

(2) To avoid doubt, this regulation does not prevent the use of a retail package mentioned in regulation 18 for one or more cigars.

Small retail packages of beedies

20. A small retail package may be used only as a retail package of beedies.

PART 3**HEALTH WARNINGS AND INFORMATION****Health warnings on retail packages**

21.—(1) Subject to regulations 22 and 23, every retail package of any tobacco product must clearly and conspicuously display health warnings in accordance with this regulation.

(2) Every retail package of any tobacco product (except a cigarette pack) must display, on each of its 2 largest external surfaces and in the same orientation, one of the health warnings in Part 1 or 2 of the Second Schedule.

(3) Every cigarette pack must display, on each of its 2 largest external surfaces and in the same orientation, one of the health warnings in Part 1 of the Second Schedule.

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- (4) Each health warning mentioned in paragraph (2) or (3) must —
- (a) subject to regulation 27, be printed on the external surface of the retail package on which it is displayed;
 - (b) occupy not less than 75% of the total area of the external surface of the retail package on which the health warning is displayed;
 - (c) conform with the specifications set out in Part 3 of the Second Schedule;
 - (d) be positioned parallel to the top edge of the external surface on which the health warning is printed, and as much as possible towards the top of that external surface while satisfying sub-paragraph (e); and
 - (e) be printed in a manner which ensures that when the retail package is opened or closed in the normal way —
 - (i) the health warning or any part of it is not obscured or obliterated; and
 - (ii) the health warning is not severed, or is severed only at the conjunction between Parts A and B of the health warning concerned.

Health warnings on small retail packages of beedies

22.—(1) Every small retail package of beedies must clearly and conspicuously display one of the health warnings set out in Part 1 of the Third Schedule.

- (2) The health warning mentioned in paragraph (1) must —
- (a) subject to regulation 27, be printed —
 - (i) on any part of the external surface of a spherical small retail package;
 - (ii) on the largest external surface of a cylindrical or conical small retail package; or
 - (iii) on each of the 2 largest external surfaces of any other kind of small retail package;

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- (b) occupy not less than 75% of the total area of the external surface of the small retail package on which the warning is displayed;
 - (c) conform with the specifications set out in Part 2 of the Third Schedule;
 - (d) be positioned parallel to the top or top edge of the small retail package, and as much as possible towards the top of the small retail package while satisfying sub-paragraph (e); and
 - (e) be printed in a manner which ensures that when the small retail package is opened or closed in the normal way, the health warning is not severed, obscured or obliterated.

Health warnings on cigar tubes

23.—(1) Every cigar tube must clearly and conspicuously display one of the health warnings set out in Part 1 of the Third Schedule.

(2) The health warning mentioned in paragraph (1) must —

- (a) subject to regulation 27, be printed —
 - (i) on the largest external surface of a cylindrical cigar tube; or
 - (ii) on the 2 largest external surfaces of a rectangular cigar tube;
- (b) occupy not less than 75% of the total area of the external surface of the cigar tube on which the warning is displayed or the cigar tube;
- (c) conform with the specifications set out in Part 2 of the Third Schedule; and
- (d) be printed in a manner which ensures that when the cigar tube is opened or closed in the normal way, the health warning is not severed, obscured or obliterated.

(3) In addition, the health warning on an external surface of a rectangular cigar tube must be positioned parallel to the longest edge of that external surface while satisfying paragraph (2)(d).

Rotation of health warnings

24.—(1) The health warnings —

- (a) set out in Part 1 or 2 of the Second Schedule, in relation to retail packages of each type or variant of tobacco product; and
- (b) set out in Part 1 of the Third Schedule, in relation to small retail packages of beedies or cigar tubes,

must be displayed in rotation so that each health warning appears, as far as possible, on an equal number of retail packages, small retail packages of beedies or cigar tubes (as the case may be) supplied in each applicable period.

(2) In paragraph (1), “applicable period” means —

- (a) the period of 24 months beginning on 1 July 2020; and
- (b) every 24-month period after the end of the period in sub-paragraph (a).

Health information message on retail packages

25.—(1) This regulation applies to every retail package of any tobacco product except —

- (a) a small retail package of beedies;
- (b) a cylindrical cigar tube; or
- (c) a retail package that has only 2 external surfaces and does not have a closing flap.

(2) Every retail package to which this regulation applies must bear the following words (called the health information message) clearly and conspicuously printed on it:

“Smoking exposes you and those around you to more than 4,000 toxic chemicals, of which at least 60 can cause cancer. The chemicals include tar, nicotine, carbon monoxide, formaldehyde, ammonia and benzene.”

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- (3) The health information message —
- (a) must, subject to regulation 27, be printed on the retail package;
 - (b) must be printed —
 - (i) in Arial typeface in a normal weighted font;
 - (ii) in black colour; and
 - (iii) in sentence case of a uniform font size of not less than 3.5 millimetres;
 - (c) must be set against a background in the colour Pantone 108C;
 - (d) must fill, as nearly as possible, the background on which it is printed;
 - (e) if displayed on the side of the retail package, must be oriented so that the lines of text making up the health information message are parallel to the longest edges of the external surface on which the message is displayed; and
 - (f) subject to paragraphs (5) and (6), where the retail package has more than 2 external surfaces —
 - (i) must not be displayed on the same external surface on which a health warning mentioned in regulation 21(2) or (3) is displayed; and
 - (ii) must occupy not less than 50% of the total area of the external surface on which the health information message is printed.
- (4) Where the retail package is a rectangular cigar tube, the health information message must, in addition to paragraph (3)(e), occupy the entire external surface of the side of the retail package on which it is displayed.
- (5) Where the retail package is a box or tin for any tobacco product (except cigarettes), the health information message —

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- (a) may be displayed on the inner surface of the opening lid of the box or tin that is the largest surface of that box or tin; but
 - (b) must occupy not less than 50% of the total area of that inner surface.
- (6) Where the retail package is a pouch for any tobacco product, the health information message —
- (a) may be displayed on the inner surface of the closing flap of the pouch; but
 - (b) must occupy not less than 50% of the total area of that inner surface.

Sales restriction information on retail packages

26.—(1) Every retail package of any tobacco product must bear the following words (called the sales restriction information) clearly and conspicuously printed on it:

“NO SALE TO UNDER-AGED PERSONS”.

- (2) The sales restriction information —
- (a) must, subject to regulation 27, be printed on the retail package;
 - (b) must be printed —
 - (i) in Arial typeface in a normal weighted font;
 - (ii) in white colour on a background in the colour Pantone 448C; and
 - (iii) in block letters of not less than 2 millimetres in height; and
 - (c) where the retail package has more than 2 external surfaces, must not be displayed on an external surface on which a health warning is displayed.

Adhesive labels

27.—(1) This regulation applies to a retail package for any tobacco product except cigarettes.

(2) A mandatory sign may be printed on an adhesive label that is affixed to the external surface of a retail package mentioned in paragraph (1), if it is not possible to print the mandatory sign on that retail package.

(3) The adhesive label mentioned in paragraph (2) —

(a) must comply with the requirements in —

(i) regulation 21(4)(b) to (e), if the adhesive label bears a health warning mentioned in regulation 21(2);

(ii) regulation 22(2)(b) to (e), if the adhesive label bears a health warning mentioned in regulation 22(1);

(iii) regulation 23(2)(b), (c) and (d), if the adhesive label bears a health warning mentioned in regulation 23(1);

(iv) regulation 25(3)(b) to (f) and regulation 25(4), (5)(b) or (6)(b), where applicable, if the adhesive label bears the health information message; and

(v) regulation 26(2)(b) and (c), if the adhesive label bears the sales restriction information; and

(b) must be affixed to the retail package such that the adhesive label —

(i) is not easily removable; and

(ii) does not obscure or obliterate all or any part of any other mandatory sign.

PART 4

PHYSICAL APPEARANCE OF TOBACCO PRODUCTS

Physical appearance of cigarettes

28.—(1) A cigarette that is —

(a) imported into Singapore, except a cigarette that is imported solely for re-export from Singapore under section 17(2)(a) of the Act; or

- (b) distributed, sold, offered for sale or possessed for sale in Singapore,

must comply with the requirements in this regulation.

- (2) The cigarette must —
- (a) be cylindrical in shape;
 - (b) have a diameter of not less than 7 millimetres and not more than 9 millimetres; and
 - (c) have a length of not more than 100 millimetres.
- (3) The surface of each end of the cigarette must be flat.
- (4) The paper casing and any lower permeability band of the cigarette must be white in colour.
- (5) The filter tip of the cigarette must be white in colour.
- (6) The paper covering the filter tip of the cigarette must be —
- (a) white in colour; or
 - (b) coloured to resemble cork.
- (7) In this regulation —
- “filter tip”, in relation to a cigarette, means the end of the cigarette that acts as a filter;
- “lower permeability band”, in relation to a cigarette, means a concentric band of paper or other material that is included in or applied to the paper casing of the cigarette in order to inhibit the burning of the cigarette.

Permitted marks on cigarettes

- 29.—**(1) A cigarette that is —
- (a) imported into Singapore, except a cigarette that is imported solely for re-export from Singapore under section 17(2)(a) of the Act; or

- (b) distributed, sold, offered for sale or possessed for sale in Singapore,

must not bear any mark except a mark mentioned in paragraph (2), or that is otherwise required or permitted under the Act, its regulations or any other written law.

(2) Each cigarette may, for the purpose of identifying the brand name and variant name of the cigarette, bear only one alphanumeric code that —

- (a) must be printed —

- (i) in Arial typeface in a normal weighted font;
- (ii) in black colour;
- (iii) in a uniform font size of not more than 2.8 millimetres; and
- (iv) horizontally around the circumference of the cigarette in one line of text;

- (b) must appear —

- (i) not more than 10 millimetres from the filter of the cigarette, if the cigarette has a filter; or
- (ii) at one end of the cigarette, if the cigarette has no filter; and

- (c) must not have the effect of promoting the cigarette.

Physical appearance of cigars

30.—(1) A cigar that is —

- (a) imported into Singapore, except a cigar that is imported solely for re-export from Singapore under section 17(2)(a) of the Act; or
- (b) distributed, sold, offered for sale or possessed for sale in Singapore,

must comply with the requirements in this regulation.

(2) A cigar may bear, around its circumference, any of the following bands:

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- (a) one band which —
- (i) must be entirely in the colour Pantone 448C; and
 - (ii) may bear any of the marks mentioned in paragraph (3);
- (b) one or more other bands which must —
- (i) be entirely in the colour Pantone 448C; and
 - (ii) not bear any mark, text, decorative feature, shape, texture or other embellishment.
- (3) The marks mentioned in paragraph (2)(a)(ii) are —
- (a) the brand name and variant name (if any) of the cigar;
 - (b) the name and address of the manufacturer of the cigar, or the import and wholesale licensee who imported the cigar into, or distributed by wholesale the cigar in, Singapore;
 - (c) the country of manufacture of the cigar; and
 - (d) an alphanumeric code, used only for manufacturing purposes, which does not have the effect of promoting the cigar.
- (4) Each mark in paragraph (3) must —
- (a) appear not more than once on the band;
 - (b) be aligned along the length of the band so that the mark runs around the circumference of the cigar; and
 - (c) be printed —
 - (i) in Arial typeface in a normal weighted font;
 - (ii) in the colour Pantone Cool Gray 2C; and
 - (iii) in sentence case in a uniform font size of not more than 3.5 millimetres.
- (5) A band on the cigar which does not comply with paragraph (2) (called in this paragraph the non-compliant band) must be —
- (a) removed from the cigar; or

- (b) covered by a band which comply with paragraph (2) and which is affixed such that it cannot be removed without damaging the non-compliant band.

Wrappers of tobacco products

31. A tobacco product (except cigarettes) may, for the sole purpose of avoiding any damage to it that may be caused during its transport or storage, be covered by a wrapper that —

- (a) is transparent and not coloured; and
- (b) does not bear any mark, decorative feature, shape, texture or other embellishment.

Revocation

32. The Tobacco (Control of Advertisements and Sale) (Labelling) Regulations 2012 (G.N. No. S 419/2012) are revoked.

FIRST SCHEDULE

Regulations 3(2)(b) and
9(1)(a) and (5)

PERMITTED MARKS ON RETAIL PACKAGES OF TOBACCO PRODUCTS

PART 1

GENERAL

1. In this Schedule —

“bar code”, in relation to a tobacco product, means a mark containing information about the tobacco 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;

“measurement mark” means a mark stating the quantity or weight of tobacco products in a retail package of tobacco products;

“unique identification mark”, in relation to a tobacco product —

- (a) means a mark required for the purpose of any system for ensuring the authenticity of the origin, and for tracing the movement, of the tobacco product; and

FIRST SCHEDULE — *continued*

(b) includes a batch number.

PART 2

PERMITTED MARKS

1. The following marks are permitted on a retail package of any tobacco product:
 - (a) the brand name of the tobacco product;
 - (b) the variant name of the tobacco product, if any;
 - (c) not more than 2 measurement marks;
 - (d) the name and address of the manufacturer of the tobacco product, or the import and wholesale licensee who imported the tobacco product into, or distributed by wholesale the tobacco product in, Singapore;
 - (e) the country of manufacture of the tobacco product;
 - (f) the date of manufacture of the tobacco product;
 - (g) a bar code;
 - (h) one or more unique identification marks.
2. A mark in paragraph 1(a) to (f) of this Part must be printed —
 - (a) in Arial typeface in a normal weighted font;
 - (b) in the colour Pantone Cool Gray 2C; and
 - (c) in a uniform font size of not more than —
 - (i) 5 millimetres for the brand name of the tobacco product; or
 - (ii) 3.5 millimetres for each of the marks in paragraph 1(b) to (f) of this Part.
3. Each mark in paragraph 1(a) and (b) of this Part —
 - (a) must use only block letters for the first letter of each word in the mark; and
 - (b) must not use block letters in any other part of the mark.
4. Each mark in paragraph 1(c), (d) and (e) of this Part must be in sentence case.

FIRST SCHEDULE — *continued*

PART 3

BRAND NAMES AND VARIANT NAMES

1. The following requirements apply to the brand name and variant name (if any) of any tobacco product that appear on the external surface of any retail package of that tobacco product:

- (a) the brand name and variant name must appear in separate lines of text;
- (b) the variant name must appear in a line of text parallel to, in the same orientation as and immediately below the line of text that the brand name appears in;
- (c) the length of each line of text must be not more than —
 - (i) 50 millimetres for the brand name;
 - (ii) 35 millimetres for the variant name.

2. Where the retail package is a cigarette pack, the brand name and variant name (if any) of the cigarette must each appear —

- (a) not more than once on each of the top, bottom and front of the external surface of the cigarette pack; and
- (b) on the front of the external surface of the cigarette pack in the same orientation as, and immediately below, the health warning mentioned in regulation 21(3) displayed on that external surface.

3. Where the retail package is a cigarette carton or a larger package in regulation 12(c), the brand name and variant name (if any) of the cigarette must each appear not more than once on each of the front and the 2 smallest external surfaces of the cigarette carton or larger package, as the case may be.

4. Where the retail package is for any tobacco product except cigarettes and has 2 external surfaces, the brand name and variant name (if any) of the tobacco product —

- (a) must each appear not more than once on each external surface of the retail package; and
- (b) if the brand name and variant name both appear on an external surface, must appear in the same orientation on that external surface.

5. Where the retail package is for any tobacco product except cigarettes and has more than 2 external surfaces, the brand name and variant name (if any) of the tobacco product —

- (a) must each appear not more than once on —
 - (i) the largest external surface of the retail package; and

FIRST SCHEDULE — *continued*

- (ii) each of any 2 other external surfaces of the retail package; and
 - (b) if the brand name and variant name both appear on an external surface, must appear in the same orientation on that external surface.
6. Where the retail package is a small retail package for beedies, the brand name and variant name (if any) of the beedies must —
- (a) each appear not more than once on —
 - (i) the external surface of a spherical small retail package;
 - (ii) the largest external surface of a cylindrical or conical small retail package; or
 - (iii) one of the 2 largest external surfaces of any other kind of small retail package; and
 - (b) appear in the same orientation as, and immediately below, the health warning mentioned in regulation 22(1) that is displayed on that external surface.
7. Where the retail package is a cigar tube, the brand name and variant name (if any) of the cigar must —
- (a) each appear not more than once on the external surface of the cigar tube;
 - (b) be aligned to the longest side of the cigar tube; and
 - (c) be located towards either end of the cigar tube.

PART 4

MEASUREMENT MARKS

1. A measurement mark must only appear on an external surface of a retail package on which the brand name of the tobacco product appears.
2. A measurement mark stating the quantity of tobacco products in a retail package must state the quantity in only numerals.
3. A measurement mark stating the weight of tobacco products in a retail package of any tobacco product except cigarettes must be an alphanumeric mark comprising the weight in only numerals and the letter “g”.

FIRST SCHEDULE — *continued*

PART 5

BAR CODES

1. A bar code must —
 - (a) appear not more than once on the external surface of a retail package;
 - (b) be printed in the colour Pantone 448C or black colour; and
 - (c) be rectangular in shape.
2. The bar code must not form any shape, image, picture, symbol or design or otherwise have the effect of promoting any tobacco product.

PART 6

UNIQUE IDENTIFICATION MARKS

1. A unique identification mark that is alphanumeric must be printed —
 - (a) in Arial typeface in a normal weighted font;
 - (b) in the colour Pantone Cool Gray 2C, black or white on a background in the colour Pantone 448C: and
 - (c) in a uniform font size of not more than 3.5 millimetres.
2. A unique identification mark that is not alphanumeric may be printed —
 - (a) in the colour Pantone 448C, black or white; and
 - (b) on a background in the colour Pantone 448C, black or white.
3. A unique identification mark must not form any shape, image, picture, symbol or design or otherwise have the effect of promoting any tobacco product.

PART 7

OTHER MARKS

1. Each of the following marks must appear not more than once on the external surface of a retail package:
 - (a) the name and address of the manufacturer of the tobacco product, or the import and wholesale licensee who imported the tobacco product into, or distributed by wholesale the tobacco product in, Singapore;
 - (b) the country of manufacture of the tobacco product;
 - (c) the date of manufacture of the tobacco product.

SECOND SCHEDULE

Regulations 21(2), (3) and
(4)(c) and 24(1)(a)

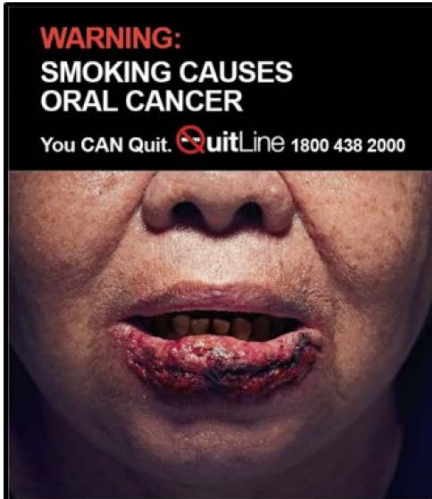
HEALTH WARNINGS ON RETAIL PACKAGES

PART 1



Part A

Part B



Part A

Part B

SECOND SCHEDULE — *continued*



Part A

Part B



Part A

Part B

SECOND SCHEDULE — *continued*



Part A

Part B



Part A

Part B

SECOND SCHEDULE — *continued*

PART 2

Part A

Part B



Part A

Part B



Part A

Part B



SECOND SCHEDULE — *continued*

Part A

Part B



Part A

Part B



Part A

Part B



SECOND SCHEDULE — *continued*

PART 3

Specifications

1. Where a health warning in Part 1 is displayed on a cigarette pack, Part A of the health warning must occupy the entire external surface of the front of the flip-top lid of the cigarette pack.

2. Part B of the health warning must be of an area not less than 50% of the surface area of the health warning.

3. The background colour of the boxed text in Part A must be 100k black.

4. The text “WARNING” must appear —

(a) in Arial Bold typeface;

(b) in block letters of not less than 2 millimetres in height; and

(c) in red colour R: 229, G: 53, B: 44 / C: 0%, M: 90%, Y: 86%, K: 0%.

5.—(1) Sub-paragraph (2) applies to the following text:

(a) “SMOKING CAN CAUSE STILLBIRTH”;

(b) “SMOKING CAUSES ORAL CANCER”;

(c) “SMOKING CAUSES THROAT CANCER”;

(d) “SMOKING LEADS TO DEATH FROM LUNG CANCER”;

(e) “TOBACCO SMOKE HARMS YOUR BABY”;

(f) “SMOKING CAUSES PREMATURE AGEING”.

(2) The text in sub-paragraph (1) must appear —

(a) in Arial Bold typeface;

(b) in block letters of not less than 2 millimetres in height; and

(c) in white colour R: 255, G: 255, B: 255 / C: 0%, M: 0%, Y: 0%, K: 0%.

6. The text “WARNING” and the text in paragraph 5(1) must be of the same size.

7.—(1) The text “You CAN Quit.” must appear —


(a) in Arial Bold typeface;

(b) in a uniform font size of not less than 2.8 millimetres; and

(c) in white colour R: 255, G: 255, B: 255 / C: 0%, M: 0%, Y: 0%, K: 0%.

(2) The first letter of the words “You” and “Quit”, and the word “CAN”, in the text “You CAN Quit.” must be in block letters.

SECOND SCHEDULE — *continued*

8. For the logo “”, the following colours must be used:
- (a) red colour R: 237, G: 28, B: 36 / C: 0%, M: 100%, Y: 100%, K: 0%;
 - (b) white colour R: 255, G: 255, B: 255 / C: 0%, M: 0%, Y: 0%, K: 0%.
9. The image and text layout must —
- (a) closely resemble the approved sample provided by the Chief Executive;
 - (b) adhere to the proportions of the approved sample;
 - (c) not be distorted by the shape or size of the retail package, or in any other way; and
 - (d) not be edited.
10. The text in paragraphs 4, 5(1) and 7(1) must be aligned to the left.
11. The resolution for all images on the retail package must be a minimum of 300 dpi.
12. All images and text must —
- (a) be printed using 4-process colour printing or spot colour and a minimum colour gamut using RGB; and
 - (b) be reproduced —
 - (i) in a colour that is as close as possible to the colour in the approved sample provided by the Chief Executive; and
 - (ii) as clearly as possible, taking into consideration the method of printing used by the manufacturer.

THIRD SCHEDULE

Regulations 22(1) and (2)(c), 23(1) and
(2)(c) and 24(1)(b)

HEALTH WARNINGS ON SMALL RETAIL
PACKAGES OF BEEDIES AND CIGAR TUBES

PART 1




PART 2

Specifications

1. The background colour of the boxed text must be 100k black.
2. The text “WARNING” must appear —
 - (a) in Arial Bold typeface;
 - (b) in block letters of not less than 2 millimetres in height; and
 - (c) in red colour R: 229, G: 53, B: 44 / C: 0%, M: 90%, Y: 86%, K: 0%.
- 3.—(1) Sub-paragraph (2) applies to the following text:
 - (a) “SMOKING CAN CAUSE STILLBIRTH”;
 - (b) “SMOKING CAUSES ORAL CANCER”;
 - (c) “SMOKING CAUSES THROAT CANCER”;

THIRD SCHEDULE — *continued*

- (d) “SMOKING LEADS TO DEATH FROM LUNG CANCER”;
- (e) “TOBACCO SMOKE HARMS YOUR BABY”;
- (f) “SMOKING CAUSES PREMATURE AGEING”.
- (2) The text in sub-paragraph (1) must appear —
- (a) in Arial Bold typeface;
- (b) in block letters of not less than 2 millimetres in height; and
- (c) in white colour R: 255, G: 255, B: 255 / C: 0%, M: 0%, Y: 0%, K: 0%.
4. The text “WARNING” and the text in paragraph 3(1) must be of the same size.
- 5.—(1) The text “You CAN Quit.” must appear —
- (a) in Arial Bold typeface;
- (b) in a uniform font size of not less than 2.8 millimetres; and
- (c) in white colour R: 255, G: 255, B: 255 / C: 0%, M: 0%, Y: 0%, K: 0%.
- (2) The first letter of the words “You” and “Quit”, and the word “CAN”, in the text “You CAN Quit.” must be in block letters.
6. For the logo “”, the following colours must be used:
- (a) red colour R: 237, G: 28, B: 36 / C: 0%, M: 100%, Y: 100%, K: 0%;
- (b) white colour R: 255, G: 255, B: 255 / C: 0%, M: 0%, Y: 0%, K: 0%.
7. The image and text layout must —
- (a) closely resemble the approved sample provided by the Chief Executive;
- (b) adhere to the proportions of the approved sample;
- (c) not be distorted by the shape or size of the retail package, or in any other way; and
- (d) not be edited.
8. The text in paragraphs 2, 3(1) and 5(1) must be aligned to the left.
9. All images and text must —
- (a) be printed using 4-process colour printing or spot colour and a minimum colour gamut using RGB; and

THIRD SCHEDULE — *continued*

(b) be reproduced —

- (i) in a colour that is as close as possible to the colour in the approved sample provided by the Chief Executive; and
- (ii) as clearly as possible, taking into consideration the method of printing used by the manufacturer.

Made on 1 July 2019.

CHAN HENG KEE
*Permanent Secretary,
Ministry of Health,
Singapore.*

[MH 78:29/2 Vol. 11; AG/LEGIS/SL/309/2015/15 Vol. 3]

(To be presented to Parliament under section 37(2) of the Tobacco (Control of Advertisements and Sale) Act).