Statutory Notifications (S.R.O)

GOVERNMENT OF PAKISTAN

MINISTRY OF HEALTH

NOTIFICATION

Islamabad, the 13th January, 2004

S.R.O. 22(1)2004. – In exercise of the powers conferred by the section 8 of the cigarettes (Printing of Warning) Ordinance, 1979 (LXXIII of 1979), the Federal Government is pleased to make the following rules, namely:-

THE CIGARETTE (PRINTING OF WARNING) RULES, 2003.

1. **Short title and commencement.-** (1) these rules may be called the cigarette (Printing of Warning) Rules, 2003
2. Enforcement of health warning. - The health warning notified vide Ministry of Health Notification No. S. R.O. 1001 (1) dated the 25th October, 2003 shall be deemed to have come into force in the manner specified in the Table below:-

---

S. No.	Type of Advertisements	Date when the New Health Warning will come into force
1	All advertisements on TV Radio and press	One month after the notification by the MOH of the New Health Warning i.e. 24th November 2003
2	New Health warning on cigarette packs and bidi packs	No stocks will be on shelves which do not carry new health warning after seven months after notification of the new Health warning i.e, 24th May , 2004
3	All Advertisement on bill boards billboards, neon sign and other advertisement and any other advertisements i.e. shop neon signs, hangings, print materials and give away materials ads etc.	No materials without new Health warning after seven months of the notification of the New Health Warning by the Ministry of Health i.e May 2004

3. **Dimensions, etc., of the health warning. -** (1) the new health warning **"WARNING: SMOKING CAUSES CANCER AND HEART DISEASES- MINISTRY OF HEALTH"**

will be printed on the flap (top) on front side of the Cigarette pack in Urdu and on the back side in English. It will cover at least 30% of the pack on each side in rectangular box. Other specifications are outlined as under:

I. Size of the fonts height minimum 4. mm on packs of 20s and 3 mm for packs of 10s;
II. Font: Helvetica condensed; and
III. Outline 1.2.pt.

(2) The ***words "Warning" and*** *(Urdu equivalent)* ***shall be printed in letters visibly bolder than*** the rest of the health warning.

(3) The health warning shall be printed in red color on white background on all packets in which red color is used in the design of the packets; and on all other packets, the health warning shall be printed on white background in the darkest and most prominent color used in the design of the packet:

Provided that –

a. On cigarette packets, the front and back sides of which are of dark color, the warning panels shall be printed in reverse white, and

b. On cigarette packets, the front and back sides of which are in light color, the warning panels shall be printed in the darkest and most prominent color used on the packet.

(4) All other tobacco or tobacco products advertisements will devote atlas 20% of the space and/ or time for the Health warning in Urdu in conspicuous and legible way. Warning in the English will be optional.

(5) **Repeal. -** The cigarette (Printing of Health Warning) Rules, 1982, are hereby repealed.

[F.13-5/2003 HE.]

SD/-
MUHAMMAD DIN
Deputy Secretary (Admn).