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Saudi Food & Drug Authority



SFDA.FD 60:2018

Plain Packaging of Tobacco Products

## Preamble

Saudi Food and Drug Authority (SFDA) is an independent entity, its main purpose is to regulate and control food, drug, and medical and diagnostic equipment. SFDA mission is to set specifications and technical regulations for various products in related fields, whether imported or locally manufactured. The Food Sector in the SFDA prepared these regulations (Plain Packaging for Tobacco Products) no. (SFDA FD.60). The project was prepared after reviewing related specifications and regulations. The regulations were approved by the Chief Executive Officer (CEO) of SFDA pursuant to decision no. 1440-18-2/7, overriding and substituting the GCC Standardization Organization (GSO)-Saudi Technical Regulations no. SFDA.FD GSO 246/2011 "Labeling of Tobacco Product Packages".

## Plain Packaging of Tobacco Products

### 1. Scope:

These regulations pertain to the requirements for the packaging of tobacco products; including cigarettes, cigar, tobacco molasses, loose tobacco, and similar tobacco products.

### 2. Complementary References:

- 2.1. SFDA.FD/ GSO 597 "Cigarettes"
- 2.2. SFDA.FD/ GSO 1415 "Tobacco Molasses"
- 2.3. SFDA.FD/ GSO 1749 "fruit flavored Tobacco Molasses"
- 2.4. SFDA.FD/ GSO 2050 "Mixed Pipe Tobacco"
- 2.5. SFDA.FD/ GSO 2047 "Cigars and Tuscany Cigars"
- 2.6. SFDA.FD/ GSO 2051 "Tobacco and Tobacco products – Cigaritos"

### 3. Definitions:

#### 3.1. Trademark

The primary name through which a product is recognized.

#### 3.2. Calibration Mark

A mark used only for the purpose of automated manufacture of a packaging.

#### 3.3. Distinctive Flavors

A clear and distinct aroma or taste besides the flavor of tobacco itself. Such distinct flavors are:

- 3.3.1. Additive(s), including but not limited to, flavors of fruit, spices, herbs, candy, vanilla, and mint.
- 3.3.2. It is distinguished before or during the consumption of tobacco products.

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3.4. Cigar:

A tobacco product consumed via a combustion process, only for the purpose of smoking. It is either:

- 3.4.1. A tobacco-only wrap, or tobacco blended with other ingredients and wrapped in natural tobacco leaves.
- 3.4.2. A tobacco-only wrap, or tobacco blended with other ingredients:
  - 3.4.2.1. Wrapped in a wrapper:
    - a. With the natural color of a cigar.
    - b. Made of reshaped tobacco.
    - c. Covers the whole product including the filter, but does not cover the mouthpiece, in case the mouthpiece was included.
  - 3.4.2.2. Filled with chopped tobacco only, or with chopped tobacco blended with other ingredients.
  - 3.4.2.3. With a specific weight not less than 2.3g and does not exceed 10g; weight does not include the filter and mouthpiece.
  - 3.4.2.4. With a ring gauge equivalent to at least 1/3 of its length and not less than 34mm.

3.5. Cigarette (single cigarettes):

A tobacco product consumed via a combustion process, only for the purposes of smoking. It is either:

- 3.5.1. A tobacco-only wrap, or tobacco blended with other ingredients for the purposes of smoking only; but it is not a cigar.
- 3.5.2. A tobacco-only wrap, or tobacco blended with other ingredients, designed to be rolled but is not manufactured. It is:
  - 3.5.2.1. Wrapped in cigarette paper; or
  - 3.5.2.2. Packed in a cylinder of cigarette paper.

3.6. Container Packet:

Tobacco product means; any container packet containing or assumes to contain tobacco for sale purposes. It contains, either wholly or partially:

- 3.6.1. A single product container; or
- 3.6.2. A set of unit packets.

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If the container packet includes more than one packaging separator, each separator is considered as a separate container packet.

3.7. External Packaging:

3.7.1. For a unit packet of tobacco products (not including the container in 3.6), it means every surface of the container visible before opening the container.

3.7.2. For a unit packet of hand-rolling tobacco product and tobacco molasses pouch, it means every pouch surface visible before opening the pouch, and the hidden surface of the pouch for hand-rolling tobacco when the pouch is pocket shaped with a slip to close the opening.

3.7.3. For a tobacco product container, it means every surface of the container visible before opening the container.

“Visible” means: it can be seen through the overwrapping film wrapper defined in 3.17.

3.8. Hand Rolling Tobacco:

A tobacco product that is not a cigarette, bought for simple unmanufactured hand-rolling purposes, or for tube smoking purposes (including but not limited to, the pipe).

3.9. Tobacco Molasses

Shredded tobacco obtained through a blend of *Nicotiana Rustica* plants and/or any blend thereof. It may be mixed with syrup, glycerol, oils, and permitted aromatic essences. It is smoked in a hookah (also known as *sheesha* or *Argilah*) or anything similar.

3.10. Hidden Surface:

For a unit packet of hand-rolling tobacco product provided in a pocket shaped pouch with a slip to close the opening, it means; the surface of the pouch that is visible after opening the closing slip, not the inside part of the closing slip or any other surface inside the container.

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- 3.11. Internal Packaging:  
For a unit packet or a container packet of tobacco product, it means every part of the container not included in the external packaging.
- 3.12. Packaging:  
For a tobacco product in its abstract meaning, includes any material that is an integral part of the product container and is required for the packing process or for protecting the product.
- 3.13. Pouch:  
A rectangle unit packet of a hand-rolling tobacco product or tobacco molasses product. It is pocket shaped with a slip to close the opening or the permanent pouch.
- 3.14. Tobacco:  
A product obtained from a blend of Nicotiana Tabacum and Nicotiana Rustica plants, and/or from any blend thereof, then is cured by flue, sun, air, fire, or fermentation.
- 3.15. A unit packet:  
For a tobacco product, it means the internal packaging (whether within a container packet or not) where it contains or assumes to contain tobacco product for sale purposes and does not include any film wrapper.
- 3.16. Brand Name:  
For a tobacco product, it is any name distinguishing the product from any other product under the same trademark.
- 3.17. Film Wrapper:  
For a tobacco product, it is the cellophane or plastic wrapper containing or assumes to contain the product. It is visible during the sale process and wraps wholly or partially:  
3.17.1. A unit packet of the product;

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- 3.17.2. A set of unit packets which are not included in a container packet; or  
3.17.3. A container packet of the product.
- 3.18. Front and back surface of the unit packet and container packet:  
The largest surfaces of the container external packaging, but:
- 3.18.1. Not including the hidden surface of the hand-rolling and tobacco molasses products supplied in pouches.  
3.18.2. In case of a unit packet or container packet of hand-rolling and tobacco molasses products supplied in cylinder shaped package, the front and back surfaces are then the two meeting halves of the arched surface of the container external packaging. This is when the arched surface is divided vertically into two halves
- 3.19. Manufacturer Name:  
The name of the manufacturer, trademark owner, or importer of the product.
- 3.20. Health Warning  
The Health Warning showing on a unit packet or a container packet and includes text messages and pictures to promote smoking cessation.
- 3.21. Scientific Fact:  
A scientifically proven fact showing on either side surfaces of a unit packet or a container packet.
- 3.22. Health Message:  
A health advice showing on either side surfaces of a unit packet or a container packet.

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#### 4. Plain Packaging Requirements

##### 4.1. Requirements for all tobacco products

These requirements are for all products set forth in items 3.4, 3.5, 3.8, and 3.9.

##### 4.1.1. Health Warning:

##### 4.1.1.1. Health Warning Requirements

- a. Health Warning must cover the whole allocated surface and must be clear and visible.
- b. Messages set specifically for Health Warning shall be used without any alteration or reformation whatsoever, and without adding any comments.
- c. Dimensions of Health Warning shall be measured based on the allocated surface while the container is closed.
- d. Health Warning must be printed on the container, permanent, and irremovable in all states of the container, including when the container is in its closed state and after opening it.
- e. In case of a unit packet with a flip top, the Health Warning may be divided when the container is opened, provided that the Health Warning does not divide in a manner that affects the information provided in such Health Warning, and the said Health Warning shall contain the picture, text, and message promoting smoking cessation.
- f. Health Warning text shall be in Arabic or in English, as approved by the mechanism set forth in items i and j of 4.1.1.1.
- g. Health Warning shall be bordered from all sides by a black border, 1mm thick.
- h. Health Warning shall not be hidden or scattered, whether wholly or partially, by a wrapper, cover, box, price tag, seal of any local or foreign entity, or anything else whatsoever.
- i. Health Warning must be used according to the following sequence:
  1. Decisions of the National Tobacco Control Committee.
  2. Decisions of the GCC Tobacco Control Committee.
- j. Health Warning shall be rotated according to the following sequence:
  1. Decisions of the National Tobacco Control Committee.
  2. Decisions of the GCC Tobacco Control Committee.

##### 4.1.1.2. Health Warning Details and Use Mechanisms for Unit Packets and for Packets

- a. Health Warning shall be on the front and the back of the unit packet and container packet, covering 65% of each surface, and containing a cessation text message along with a picture.
- b. In case of cylindrical containers of hand-rolling or tobacco molasses products, front and back surfaces of a unit packet shall be the two meeting radiuses of the cylinder.

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- c. If the Health Warning height is greater than 70% of its width, the Health Warning shall be printed in a stacked pattern. See Figure 1.

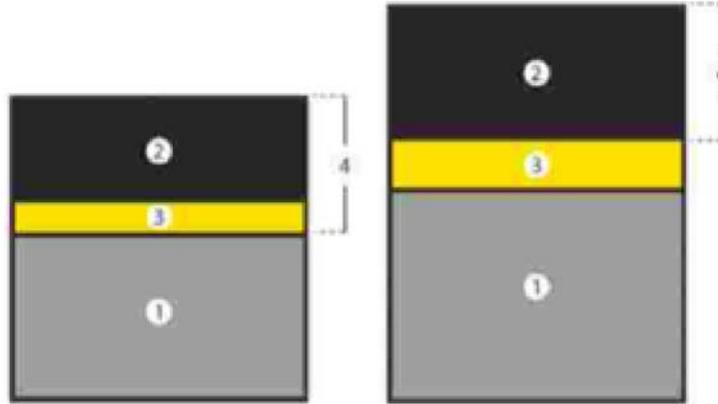


Figure 1- Stacked Pattern: 1. Picture, 2. Text, 3. Cessation message, 4. The flip top

- d. If the Health Warning height is greater than 20% of its width, but is still less than 65% of its width, the Health Warning shall be printed in a side-by-side pattern. See Figure 2.



Figure 2- Side-by-Side Pattern: 1. Picture, 2. Text, 3. Cessation message

- e. If the Health Warning height is greater than 65% of its width but is less than or equal to 70% of its width, then the Health Warning may be printed in either a stacked pattern or side-by-side pattern, provided that all Health Warning elements are visible and undistorted.
- f. If the Health Warning height is less than or equal to 20% of its width, the Health Warning shall be printed in a wide side-by-side pattern. See Figure 3.



Figure 3- Wide Side-by-Side Pattern: 1. Picture, 2. Text, 3. Cessation message

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- g. If the Health Warning is printed in a stacked pattern, text comes first constituting 38% of the Health Warning, the smoking cessation message constituting 12%, and the picture constituting 50%. Elements of the Health Warning shall be separated by a black line, 1mm thick.
- h. If the Health Warning is printed side-by-side, the picture shall be on the left side of the Health Warning, the text on the upper right side of the front, and the cessation message on the right bottom side of the front. The picture shall constitute 50% of the Health Warning, the text 40%, and the cessation message 10%. Elements of the Health Warning shall be separated by a black line, 1mm thick.
- i. If the Health Warning is printed on a wide side-by-side scale, the picture shall constitute 35% of the Health Warning, the text 50%, and the cessation message 15%. Elements of the Health Warning shall be separated by a black, line 1mm thick.
- j. Text shall be in a white color using Helvetica font. Font size shall fill up the allocated surface on a matte black background.
- k. Cessation message shall be in a black color using Helvetica font. Font size shall fill up the allocated surface on a matte yellow background.
- l. Picture shall be matte.
- m. Health Warning text shall be from right to left for Arabic, and from left to right for English.
- n. Health Warning shall be printed using Full-Color CMYK Color Model. All elements set to be printed in a black color shall use the combination (C0, M0, Y0, K100), while all elements set to be printed in yellow color shall use the combination (C0, M10, Y100, K0).
- o. Health Warning shall be printed in a minimum resolution of 360dpi when printing it in its full size.

#### 4.1.2. Scientific Fact

- 4.1.2.1. The Scientific Fact shall be a text on either side of the unit packet and the container packet, covering 50% of the whole side surface. The text shall be in a black color using Helvetica font. Font size shall fill up the allocated surface on a matte white background.
- 4.1.2.2. This shall not include unit packets which do not have sides and are used to supply hand-rolling and tobacco molasses; like pouches and cylinder containers.

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- 4.1.2.3. Scientific fact must cover the entire allocated surface in a clear and visible manner.
- 4.1.2.4. Text set specifically for the Scientific Fact shall be used without any alteration or reformation whatsoever, and without adding any comments.
- 4.1.2.5. Dimensions of the Scientific Fact shall be measured based on the allocated surface in the closed state of the container.
- 4.1.2.6. Scientific fact must be printed on the container, permanent, and irremovable in all states of the container, including when the container is in its closed state and after opening it.
- 4.1.2.7. In case of a unit packet with a flip top, the Scientific fact shall be printed on the part farthest from the flip top.
- 4.1.2.8. Scientific fact text shall be in Arabic or in English, as approved by the mechanism set forth in items of 4.1.2.11. and 4.1.2.12.
- 4.1.2.9. Scientific fact text shall be bordered from all sides by a back border, 1mm thick.
- 4.1.2.10. Scientific fact shall not be hidden or scattered, whether wholly or partially, by a wrapper, cover, box, price tag, seal of any local or foreign entity, or anything else whatsoever.
- 4.1.2.11. Scientific fact must be used according to the following sequence:
  - 1. Decisions of the National Tobacco Control Committee.
  - 2. Decisions of the GCC Tobacco Control Committee.
- 4.1.2.12. Scientific fact shall be rotated according to the following sequence:
  - 1. Decisions of the National Tobacco Control Committee.
  - 2. Decisions of the GCC Tobacco Control Committee.
- 4.1.3. Health Message
  - 4.1.3.1. The Health Message shall be text on either side of a unit packet and the container packet, covering 50% of the entire side surface. The Health Message shall be in a black color using Helvetica font. Font size shall fill up the allocated surface on a matte white background.
  - 4.1.3.2. This shall not include unit packets which do not have sides and are used to supply hand-rolling and tobacco molasses; like pouches and cylinder containers.

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- 4.1.3.3. The Health Message must cover the entire allocated surface in a clear and visible manner.
  - 4.1.3.4. Text set specifically for the Health Message shall be used without any alteration or reformation whatsoever, and without adding any comments.
  - 4.1.3.5. Dimensions of the Health Message shall be measured based on the allocated surface in a closed state of the container.
  - 4.1.3.6. The Health Message must be printed on the container and should be permanent and irremovable in all the conditions of the container, including when the container is in its closed state and after opening it.
  - 4.1.3.7. In case of a unit packet with a flip top, the Health Message shall be printed on the part farthest from the flip top.
  - 4.1.3.8. The Health Message text shall be in Arabic or in English, as approved by the mechanism set forth in items of 4.1.3.11. and 4.1.3.12.
  - 4.1.3.9. The Health Message text shall be bordered from all sides by a back border, 1mm thick.
  - 4.1.3.10. The Health Message shall not be hidden or scattered, whether wholly or partially, by a wrapper, cover, box, price tag, seal of any local or foreign entity, or anything else whatsoever.
  - 4.1.3.11. The Health Message must be used according to the following sequence:
    1. Decisions of the National Tobacco Control Committee.
    2. Decisions of the GCC Tobacco Control Committee.
  - 4.1.3.12. GHW shall be rotated according to the following sequence:
    1. Decisions of the National Tobacco Control Committee.
    2. Decisions of the GCC Tobacco Control Committee.
- 4.1.4. Packaging Color
- 4.1.4.1. The only color allowed for external packaging of a unit packet or a container packet is matte *Pantone 448 C*.
  - 4.1.4.2. The only color allowed for internal packaging of a unit packet or a container packet is either:
    - a. White; or
    - b. Matte *Pantone 448 C*.
  - 4.1.4.3. This does not negate the requirements for Health Warning, Scientific Fact, and the Health Message set forth in 4.1.1, 4.1.2, and 4.1.3.

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### 4.1.5. Product Representation

Product packaging, or the product itself must not contain or lead to any of the following:

- 4.1.5.1. Promoting or inducing the consumption of the tobacco product via messages or suggestions about its qualities, health effects, dangers, or emissions.
- 4.1.5.2. Any information about the amounts of Nicotine, Tar or Carbon Monoxide.
- 4.1.5.3. Suggestions that the product is less dangerous compared to other products; that the product aims at reducing the harmful effects of smoking; that the product has characteristics that are essential, stimulating, healing, refreshing, natural or organic or that the product possesses any health benefits whatsoever.
- 4.1.5.4. Claiming that the product has or does not have a certain flavor, aroma, or any other additives whatsoever. Except for cigar and tobacco molasses products.
- 4.1.5.5. Inducing that the product is food or cosmetic.
- 4.1.5.6. Claiming that the product is eco-friendly and bio-degradable.
- 4.1.5.7. Any promotional element for the product or any brochure containing promotional offers.

### 4.1.6. Unscented Noiseless Packaging

Packaging must not be able to induce distinct sound or aroma except for the unavoidable results of manufacturing.

### 4.1.7. The Ability to Alter the Packaging Post-Sale

Packaging must not have any characteristics that may facilitate altering the packaging post-sale. Such characteristics may include but are not limited to, thermochromic ink, visibility delayed ink or decorations, inks only visible when exposed to certain light spectra, images that can only be visible by scratching or wrapping, or easily removed parts.

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### 4.1.8. Manufacturer Text (Trademark Owner)

A unit packet and a container packet may include in either its internal or external packaging, but not both, a text containing the manufacturer name, address, and contact information according to the following requirements:

- 4.1.8.1. Text must not include any character that is not alphabetical, numerical, or symbolic (like; commas). Except for “@” in case of providing the email address.
- 4.1.8.2. Text shall be in either Arabic or English.
- 4.1.8.3. If the text is in English, only the first letter of each word of the trademark and the brand name shall be capitalized, and the rest of the letters shall be small.
- 4.1.8.4. Text font shall be Helvetica.
- 4.1.8.5. Text font color, in case of writing on the external packaging, is matte *Pantone Cool Gray 2 C*.
- 4.1.8.6. Text font color, in case of writing on the internal packaging, is matte *Pantone Cool Gray 2 C*, matte *Pantone 448 C*, or matte black.
- 4.1.8.7. Text font size shall not exceed 10 points.
- 4.1.8.8. Text shall be written only once.
- 4.1.8.9. Text shall not be printed on the front of a unit packet or on the front of a container packet.

### 4.1.9. Barcode

External packaging of a unit packet or a container packet may include a barcode according to the following rules:

- 4.1.9.1. The aim of the barcode is to provide technical support for the processes of sale, distribution, and storage of tobacco products.
- 4.1.9.2. Barcode color Shall be:
  - a. Black and white; or
  - b. *Pantone 448 C* and white.
- 4.1.9.3. Barcode must not resemble a picture, a logo, or a pattern which may be interpreted into anything other than a barcode.
- 4.1.9.4. Barcode shall appear only once.
- 4.1.9.5. Barcode must not appear on the front of neither the unit packet or the container packet.

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4.1.10. Calibration Mark

Outer packaging of a unit packet or a container packet may include a calibration mark according to the following rules:

- 4.1.10.1. Calibration mark shall appear on the external packaging only for automated manufacturing purposes.
- 4.1.10.2. In case of using a calibration mark, it must be dimmed to the minimum level of fulfilling the purpose.
- 4.1.10.3. Calibration mark must not appear on the front of neither the unit packet or the container packet.

4.1.11. Film Wrapper

A unit packet, container packet, or a set of unit packets (not included in a container packet) may include a film wrapper according to the following rules:

- 4.1.11.1. Film wrapper must be clear, a see-through, and does not obscure visibility.
- 4.1.11.2. Film wrapper must not be colored or marked.
- 4.1.11.3. Film wrapper surface must be smooth and flat.
- 4.1.11.4. Film wrapper must not contain any protrusions, decorations, or any uneven appearance, except for the unavoidable results of manufacturing.
- 4.1.11.5. Film wrapper must not include any inserts or onserts.

Film wrapper may include a tear tape according to the following rules:

- 4.1.11.6. Tear tape must be clear, uncolored, and unmarked.
- 4.1.11.7. Tear tape must be in black.
- 4.1.11.8. Tear tape must be in straight and steady line, and width must not exceed 3mm.
- 4.1.11.9. Tear tape must parallel any edge of the unit packet and the container packet contained within the film wrapper.
- 4.1.11.10. Tear tape may contain a single black line not exceeding 15mm in length, to indicate the beginning of the tear tape.

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Film wrapper may include a barcode according to the following rules:

- 4.1.11.11. The aim of the barcode is providing technical support for the processes of sale, distribution, and storage of tobacco products.
- 4.1.11.12. Barcodes color Shall be:
  - a. Black and white; or
  - b. *Pantone 448 C* and white.
- 4.1.11.13. Barcodes must not resemble a picture, a logo, or a pattern which may be interpreted into anything other than a barcode.
- 4.1.11.14. Barcodes shall appear only once.
- 4.1.11.15. Barcodes must not appear on the front of neither the unit packet or the container packet.

### 4.1.12. Digital Stamp

The external packaging of a unit packet or a container packet may include a digital stamp according to the following rules:

- 4.1.12.1. Digital stamps are used for merchandise tracking to eliminate illicit trade and tax evasion.
- 4.1.12.2. Digital stamps shall adhere to the laws set by the government entity concerned with collecting taxes.
- 4.1.12.3. Digital stamps must not appear on the front of neither the unit packet or the container packet.
- 4.1.12.4. Digital stamps shall not cover any part of the Health Warning, Scientific Fact, or Health Message.

## 4.2. Requirements for Cigarettes

Without prejudice to the requirements set forth in item 4.1. These requirements are for products set forth in item 3.5.

### 4.2.1. Unit Packet: Material, Shape, Capacity, and Opening Method

- 4.2.1.1. Unit packets shall be made of cardboard or soft flexible material.
- 4.2.1.2. Unit packets shape shall be cubical with beveled or pointy edges.
- 4.2.1.3. Unit packets may be resealable after being opened, provided that they include a flip top, or a shoulder box hinged lid.
- 4.2.1.4. The flip top may be hinged on the back of the unit packet.
- 4.2.1.5. The lid may be hinged along either short sides of the unit packet.
- 4.2.1.6. Sides of the unit packet with the hinged lid must be at least 16mm in height (measure between the front and back surfaces of a unit packet).
- 4.2.1.7. Unit packet capacity must not be less than 20 cigarettes.

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### 4.2.2. Content Appearance

The only color allowed for the cigarette rolling paper, casing, and filter, plus any other part of the cigarette (except for the tobacco filling) is the regular matte white color. Filter may be covered with paper similar to cork. Cigarettes may contain a printed text to represent the trademark and brand name in accordance with the following rules:

- 4.2.2.1. Text shall appear in parallel with the cigarette end (the non-combustible part) and shall not be more than 38mm away from it.
- 4.2.2.2. Text shall not contain any character that is not alphabetical or numerical.
- 4.2.2.3. Text shall be either in Arabic or in English.
- 4.2.2.4. If the text is in English, only the first letter of each word of the trademark and the brand name shall be capital or small, and the rest of the letters shall be small.
- 4.2.2.5. Text font shall be Helvetica.
- 4.2.2.6. Text font color shall be black.
- 4.2.2.7. Text font size shall not exceed 8 points.

### 4.2.3. Trademark and Brand Name Text on Packaging

External packaging of the unit packet and the container packet may include a printed text of the trademark and the brand name in accordance with the following rules:

- 4.2.3.1. Text shall not contain any character that is not alphabetical and/or numerical.
- 4.2.3.2. Text shall be either in Arabic or in English.
- 4.2.3.3. If the text is in English, only the first letter of each word of the trademark and the brand name shall be capital or small, and the rest of the letters shall be small.
- 4.2.3.4. Text font shall be Helvetica.
- 4.2.3.5. Text font color, in case of writing on the external packaging, is matte *Pantone Cool Gray 2 C*.
- 4.2.3.6. Trademark shall be on one single line, while brand name shall be on another single line.
- 4.2.3.7. Brand name must be printed directly below trademark and in the same direction.
- 4.2.3.8. Trademark font size shall not exceed 14 points, and brand name font size shall not exceed 10 points.
- 4.2.3.9. Trademark and brand name shall be written once only on each of the following:
  - a. The front of the unit packet and the container packet;
  - b. One of the small sides of the unit packet and the container packet; and
  - c. Another side of the small sides of the unit packet and the container packet opposite to the previous side.

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- 4.2.3.10. Trademark and brand name must be printed on the center of the allocated surface. And in case the surface contained the Health Warning detailed in 4.1.1., trademark and brand name shall be printed on the center of the remaining part.
- 4.2.3.11. Trademark and brand name shall be from right to left for Arabic, and from left to right for English.
- 4.2.4. Packet Capacity Text
- External packaging of the unit packet and the container packet may include a printed text of the packet capacity in accordance with the following rules:
- 4.2.4.1. On a unit packet, text shall indicate the number of cigarettes. On a container packet, text shall indicate the total number of cigarettes, or the number of unit packets multiplied by the number of cigarettes in a unit packet using the multiplication sign "X".
- 4.2.4.2. Numbers shall be printed in Arabic numeral.
- 4.2.4.3. Text shall be either in Arabic or in English.
- 4.2.4.4. The number shall be followed by the word "سيجارة" or "Cigarettes".
- 4.2.4.5. Text shall not contain any character that is not alphabetical or numerical.
- 4.2.4.6. The first letter of the word "Cigarettes" shall be capital or small, while the rest of the letters shall be small.
- 4.2.4.7. Text font shall be Helvetica.
- 4.2.4.8. Text font color is matte *Pantone Cool Gray 2 C*.
- 4.2.4.9. Text font size for a unit packet shall not exceed 10 points, and container packet font size shall not exceed 14 points.
- 4.2.4.10. Packet capacity text shall be printed only once on the packet front, the front which contains the Health Warning, from right to left for Arabic, and from left to right for English.
- 4.2.5. Packet Surface
- The surface of both internal and external packaging of a unit packet and a container packet must be smooth and flat, and must not contain any protrusions, decorations, or any uneven appearance or texture.
- 4.2.6. Inserts and Onserts
- Packaging of a unit packet and a container packet must not contain any inserts or onserts (including but not limited to, brochures).

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### 4.2.7. Lining

If an internal packaging of a unit packet contained a lining, the lining must adhere to the following rules:

- 4.2.7.1. Lining must be a silver foil on one side and white on the other.
- 4.2.7.2. Lining must not differ in appearance or texture from foil.
- 4.2.7.3. Lining may have a certain texture of dots or squares for essential manufacturing or packaging purposes, provided that dots and squares are equally spaced, uniformed, and do not resemble a picture, a logo, or a pattern which may distinguish it from being just a lining.

### 4.3. Cigar Requirements

Without prejudice to requirements set forth in item 4.1. These requirements are for products set forth in item 3.4.

#### 4.3.1. Trademark and Brand Name Text on Packaging

External packaging of the unit packet and the container packet may include a printed text of the trademark and the brand name in accordance with the following rules:

- 4.3.1.1. Text shall not contain any character that is not alphabetical or numerical.
- 4.3.1.2. Text shall be either in Arabic or in English.
- 4.3.1.3. If the text is in English, only the first letter of each word of the trademark and the brand name shall be capital or small, and the rest of the letters shall be small.
- 4.3.1.4. Text font shall be Helvetica.
- 4.3.1.5. Text font color, in case of writing on the external packaging, is matte *Pantone Cool Gray 2 C*.
- 4.3.1.6. Trademark shall be on one single line, while brand name shall be on another single line.
- 4.3.1.7. Brand name must be printed directly below trademark and in the same direction.
- 4.3.1.8. Trademark font size shall not exceed 14 points, and brand name font size shall not exceed 10 points.
- 4.3.1.9. Trademark and brand name shall be written once only on each of the following:
  - a. The front of the unit packet and the container packet;
  - b. One of the small sides of the unit packet and the container packet; and
  - c. Another side of the small sides of the unit packet and the container packet opposite to the previous side.
- 4.3.1.10. Trademark and brand name must be printed on the center of the allocated surface. And if the surface contained the Health Warning detailed in 4.1.1.,

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trademark and brand name shall be printed in the center of the remaining part.

4.3.1.11. Trademark and brand name shall be from right to left for Arabic, and from left to right for English.

### 4.3.2. Packet Capacity Text

External packaging of the unit packet and the container packet may include a printed text of the packet capacity in accordance with the following rules:

4.3.2.1. On a unit packet, text shall indicate the number of cigarettes. On a container packet, text shall indicate the total number of cigarettes, or the number of unit packets multiplied by the number of cigarettes in a unit packet using the multiplication sign "X".

4.3.2.2. Numbers shall be printed in Arabic numeral.

4.3.2.3. Text shall be either in Arabic or in English.

4.3.2.4. The number shall be followed by the word "سيجار" or "Cigars".

4.3.2.5. Text shall not contain any character that is not alphabetical or numerical.

4.3.2.6. The first letter of the word "Cigars" shall be capital or small, while the rest of the letters shall be small.

4.3.2.7. Text font shall be Helvetica.

4.3.2.8. Text font color is matte *Pantone Cool Gray 2 C*.

4.3.2.9. Text font size for a unit packet shall not exceed 10 points, and container packet font size shall not exceed 14 points.

4.3.2.10. Packet capacity text shall be printed only once on the packet front, the front which contains the Health Warning, from right to left for Arabic, and from left to right for English.

### 4.3.3. Packet Surface

The surface of both internal and external packaging of a unit packet and a container packet must be smooth and flat, and must not contain any protrusions, decorations, or any uneven appearance or texture.

### 4.3.4. Inserts and Onserts

Packaging of a unit packet and a container packet must not contain any inserts or onserts (including but not limited to, brochures).

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### 4.3.5. Lining

If an internal packaging of a unit packet contained a lining, the lining must adhere to the following rules:

- 4.3.5.1. Lining must be a silver foil on one side and white on the other.
- 4.3.5.2. Lining must not differ in appearance or texture from foil.
- 4.3.5.3. Lining may have a certain texture of dots or squares for essential manufacturing or packaging purposes, provided that dots and squares are equally spaced, uniformed, and do not resemble a picture, a logo, or a pattern which may distinguish it from being just a lining.

### 4.4. Requirements for Tobacco Molasses

Without prejudice to requirements set forth in item 4.1. These requirements are for products set forth in item 3.9.

#### 4.4.1. Unit Packet: Material, Shape, Capacity, and Opening Method

- 4.4.1.1. Unit packets shall be made of cardboard or soft flexible material.
- 4.4.1.2. Unit packets shapes shall be cubical with beveled or pointy edges.
- 4.4.1.3. Unit packets may be resealable after being opened, provided that it includes a flip top, or a shoulder box hinged lid.
- 4.4.1.4. The flip top may be hinged on the back of the unit packet.
- 4.4.1.5. The lid may be hinged along either of the short sides of the unit packet.
- 4.4.1.6. Sides of the unit packet with the hinged lid must be at least 16mm in height (measure between the front and back surfaces of a unit packet).
- 4.4.1.7. Unit packet capacity must not be less than 500g of tobacco molasses.

#### 4.4.2. Trademark and Brand Name Text on Packaging

External packaging of the unit packet and the container packet may include a printed text of the trademark and the brand name in accordance with the following rules:

- 4.4.2.1. Text shall not contain any character that is not alphabetical or numerical.
- 4.4.2.2. Text shall be either in Arabic or in English.
- 4.4.2.3. If the text is in English, only the first letter of each word of the trademark and the brand name shall be capital or small, and the rest of the letters shall be small.
- 4.4.2.4. Text font shall be Helvetica.
- 4.4.2.5. Text font color, in case of writing on the external packaging, is matte *Pantone Cool Gray 2 C*.
- 4.4.2.6. Trademark shall be on one single line, while brand name shall be on another single line.
- 4.4.2.7. Brand name must be printed directly below trademark and in the same direction.

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- 4.4.2.8. Trademark font size shall not exceed 14 points, and brand name font size shall not exceed 10 points.
- 4.4.2.9. Trademark and brand name shall be written once only on each of the following:
- The front of the unit packet and the container packet;
  - One of the small sides of the unit packet and the container packet; and
  - Another side of the small sides of the unit packet and the container packet opposite to the previous side.
- 4.4.2.10. If the unit packet is a pouch, trademark and brand name shall be written once only on each of the following:
- The front surface of the unit packet.
  - The back surface of the unit packet.
- 4.4.2.11. Trademark and brand name must be printed in the center of the allocated surface. And in case the surface contained the Health Warning detailed in 4.1.1., trademark and brand name shall be printed in the center of the remaining part.
- 4.4.2.12. Trademark and brand name shall be from right to left for Arabic, and from left to right for English.
- 4.4.3. Packet Capacity Text
- External packaging of the unit packet and the container packet may include a printed text of the packet capacity in accordance with the following rules:
- 4.4.3.1. On a unit packet, text shall indicate the weight in grams. On a container packet, text shall indicate the total weight in grams, or the number of unit packets multiplied by the weight in grams in a unit packet using the multiplication sign "X".
- 4.4.3.2. Numbers shall be printed in Arabic numeral.
- 4.4.3.3. Text shall be either in Arabic or in English.
- 4.4.3.4. Weight may be followed by the word "معسل" or "Almeassel Tobacco".
- 4.4.3.5. Number indicating weight may be followed by the word "جم" or a small "g" letter.
- 4.4.3.6. Text shall not contain any character that is not alphabetical or numerical.
- 4.4.3.7. If the text is in English, the first letter of each English word shall be capital or small, while the rest of the letters shall be small.
- 4.4.3.8. Text font shall be Helvetica.
- 4.4.3.9. Text font color is matte *Pantone Cool Gray 2 C*.
- 4.4.3.10. Text font size for a unit packet shall not exceed 10 points, and container packet font size shall not exceed 14 points.
- 4.4.3.11. Packet capacity text shall be printed only once on the packet front, the front which contains the Health Warning, from right to left for Arabic, and from left to right for English.

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4.4.4. Packet Surface

- 4.4.4.1. The surface of both internal and external packaging of a unit packet and a container packet must be smooth and flat, and must not contain any protrusions, decorations, or any uneven appearance or texture.
- 4.4.4.2. If the unit packet is a pouch, the finishing resulting from manufacturing shall be exempted from requirement 4.4.4.1.

4.4.5. Inserts and Onserts

Packaging of a unit packet and a container packet must not contain any inserts or onserts (including but not limited to, brochures).

4.5. Requirements for Hand-Rolling Tobacco

Without prejudice to requirements set forth in item 4.1. These requirements are for products set forth in item 3.8.

4.5.1. Unit Packet: Material, Shape, Capacity, and Opening Method

- 4.5.1.1. Unit packets shapes shall be cubical with beveled or pointy edges, be cylinder shaped, or be a pouch.
- 4.5.1.2. Cubical unit packets may be resealable after being opened, provided that it includes a flip top, or a shoulder box hinged lid.
- 4.5.1.3. The flip top may be hinged on the back of the unit packet.
- 4.5.1.4. The lid may be hinged along either of the short sides of the unit packet.
- 4.5.1.5. Sides of the unit packet with the hinged lid must be at least 16mm in height (measure between the front and back surfaces of a unit packet).
- 4.5.1.6. Unit packet capacity must not be less than 500g.

4.5.2. Trademark and Brand Name Text on Packaging

External packaging of the unit packet and the container packet may include a printed text of the trademark and the brand name in accordance with the following rules:

- 4.5.2.1. Text shall not contain any character that is not alphabetical or numerical.
- 4.5.2.2. Text shall be either in Arabic or in English.
- 4.5.2.3. If the text is in English, only the first letter of each word of the trademark and the brand name shall be capital or small, and the rest of the letters shall be small.
- 4.5.2.4. Text font shall be Helvetica.

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- 4.5.2.5. Text font color, in case of writing on the external packaging, is matte *Pantone Cool Gray 2 C*.
- 4.5.2.6. Trademark shall be on one single line, while brand name shall be on another single line.
- 4.5.2.7. Brand name must be printed directly below trademark and in the same direction.
- 4.5.2.8. Trademark font size shall not exceed 14 points, and brand name font size shall not exceed 10 points.
- 4.5.2.9. In case of a cubical unit packet or non-cylindrical container packet, trademark and brand name shall be written once only on each of the following:
  - a. The front of the unit packet and the container packet;
  - b. One of the small sides of the unit packet and the container packet; and
  - c. Another side of the small sides of the unit packet and the container packet opposite to the previous side.
- 4.5.2.10. In case of a cylinder-shaped unit packet or a container packet, trademark and brand name shall be written once only on each of the following:
  - a. The front surface of the unit packet and the container packet.
  - b. The back surface of the unit packet and the container packet.
  - c. The cover of the unit packet and the container packet.
- 4.5.2.11. In case of a pouch unit packet, trademark and brand name shall be written once only on each of the following:
  - a. The front surface of the unit packet.
  - b. The back surface of the unit packet.
  - c. In case of a rectangular unit packet with a flip top, then on the hidden surface of the unit packet.
- 4.5.2.12. Trademark and brand name must be printed on the center of the allocated surface. And if the surface contained the Health Warning detailed in 4.1.1., trademark and brand name shall be printed in the center of the remaining part.
- 4.5.2.13. Trademark and brand name shall be from right to left for Arabic, and from left to right for English.

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### 4.5.3. Packet Capacity Text

External packaging of the unit packet and the container packet may include a printed text of the packet capacity in accordance with the following rules:

- 4.5.3.1. On a unit packet, text shall indicate the weight in grams. On a container packet, text shall indicate the total weight in grams, or the number of unit packets multiplied by the weight in grams in a unit packet using the multiplication sign "X".
- 4.5.3.2. Numbers shall be printed in Arabic numeral only.
- 4.5.3.3. Text shall be either in Arabic or in English.
- 4.5.3.4. Weight may be followed by the "تبغ لف يدوي", "تبغ لف", or "تبغ أنبوب" for Arabic; or "Hand Rolling Tobacco", "Rolling Tobacco", or "Pipe Tobacco" for English.
- 4.5.3.5. Number indicating weight may be followed by the word "جم" or a small "g" letter.
- 4.5.3.6. Text shall not contain any character that is not alphabetical or numerical.
- 4.5.3.7. If the text is in English, the first letter of each English word shall be capital or small, while the rest of the letters shall be small.
- 4.5.3.8. Text font shall be Helvetica.
- 4.5.3.9. Text font color is matte *Pantone Cool Gray 2 C*.
- 4.5.3.10. Text font size for a unit packet shall not exceed 10 points, and container packet font size shall not exceed 14 points.

### 4.5.4. Packet Surface

- 4.5.4.1. The surface of both internal and external packaging of a unit packet and a container packet must be smooth and flat, and must not contain any protrusions, decorations, and any uneven appearance and texture.
- 4.5.4.2. If the unit packet is a pouch, the finishing resulting from manufacturing shall be exempted from requirement 4.5.4.1.
- 4.5.4.3. If the unit packet is cylinder shaped, the necessities resulting from the need to open and close the cylinder shall be exempted from requirement 4.5.4.1.

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### 4.5.5. Inserts and Onserts

- 4.5.5.1. Packaging of a unit packet or a container packet must not contain any inserts or onserts (including but not limited to, brochures).
- 4.5.5.2. Exempted are the unit packets of hand-rolling tobacco containing cigarette papers or filters, provided that none of the above is visible before opening the unit packet.

### 4.5.6. Cigarette Papers and Filters Text

- 4.5.6.1. If a hand-rolling unit packet contained cigarette papers and/or filters, external packaging of the unit packet and the container packet may contain one of the following:
  - 4.5.6.1.1. In Arabic "يحيوي ورق سجائر ومرشحات". In English "includes cigarette papers and filters";
  - 4.5.6.1.2. In Arabic "يحيوي ورق سجائر". In English "includes cigarette papers; or
  - 4.5.6.1.3. In Arabic "يحيوي ومرشحات". In English "includes filters";
- 4.5.6.2. If a hand-rolling container packet contained cigarette papers and/or filters, external packaging of a container packet may contain one of the following:
  - a. In Arabic "يحيوي ورق سجائر ومرشحات". In English "includes cigarette papers and filters";
  - b. In Arabic "يحيوي ورق سجائر". In English "includes cigarette papers; or
  - c. In Arabic "يحيوي ومرشحات". In English "includes filters";
- 4.5.6.3. Requirements for text:
  - a. If the text is English, English letters must be small.
  - b. Text font size shall be Helvetica.
  - c. Text font color is matte *Pantone Cool Gray 2 C*.
  - d. Text is written directly below the brand name. If the brand name was not available, text is written directly below trademark.
  - e. Text font size shall not exceed 10 points.
  - f. Text is written only once.

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### 4.5.7. Sealing Tape

- 4.5.7.1. If the hand-rolling tobacco unit packet included a sealing tape, sealing tape must be clear, transparent, uncolored, and unmarked.
- 4.5.7.2. If the hand-rolling tobacco cylinder shaped unit packet included a foil seal tape as a part of the internal packaging, the foil seal tape must be silver and plain with no changes in regards of texture and color.
- 4.5.7.3. Foil seal tape may have a certain texture of dots or squares, provided that dots and squares are equally spaced, uniformed, and do not resemble a picture, a logo, or a pattern which may distinguish it from being just a sealing tape.

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### Glossary of terms

تبغ المعسل	.....	Tobacco Molasses
سجائر	.....	Cigarettes
التبغ	.....	Tobacco
فصيلة نيكوتيانا تباكم	.....	Species: Nicotiana Tabacum
فصيلة نيكوتيانا روستيكا	.....	Species: Nicotiana Rustica
التغليف البسيط	.....	Plain Packaging
السيجار	.....	Cigar
العبوة الحاوية	.....	Container Packet
العبوة المفردة	.....	Unit Packet
التغليف الخارجي	.....	External Packaging
التغليف الداخلي	.....	Internal Packaging
تبغ اللف اليدوي	.....	Hand-rolling Tobacco
الوجه الخفي	.....	Hidden Surface
كيس	.....	Pouch
الغلاف الشفاف	.....	Wrapper
التحذير الصحي	.....	Combined Health Warning
الحقيقة العلمية	.....	Information Message
الرسالة الصحية	.....	General Health Warning
غطاء طي علوي	.....	Flip top
نمط متتابع	.....	Stacked Pattern
نمط متجانب	.....	Side-by-Side Pattern
مطفي اللمعة	.....	Matte
الباركود	.....	Barcode
علامة المعايرة	.....	Calibration Mark
غطاء صندوقي	.....	Shoulder Box Hinged Lid
ورق السجائر	.....	Cigarette Papers
الإطار	.....	Casing
المرشح	.....	Filter
المبسم	.....	Mouthpiece
البطانة	.....	Lining
المرفقات	.....	Inserts and Onserts
اسطوانتي الشكل	.....	Cylindric Shaped
شريط الإغلاق	.....	Sealing tape
شريط القصدير	.....	Foil Seal Tape
تبغ الأنبوب	.....	Pipe Tobacco

### References:

- The Standardized Packaging of Tobacco Products Regulations 2015 – UK
- The Technical Specifications for the Layout, Design, and Shape of The Combined Health Warnings for Tobacco Products for Smoking, EU
- Tobacco Plain Packaging Act 2011, Australia
- Plain packaging of tobacco products: evidence, design and implementation, World Health Organization