

**Executive Guideline of Affixing Health Warnings on the Packages of Cigarettes and Tobacco Products**

No.: 129754

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**Executive Guideline:**

**Insertion of Health Warnings on the Packages  
of Cigarettes and Tobacco Products**

**(Clause C of Article 2 and Article 5 of the Comprehensive Act on  
National Control and Campaign against Tobacco)**

National Tobacco Control Headquarters

No. 3

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on the Packages of Cigarettes and Tobacco Products**

**(Clause C of Article 2 and Article 5 of the Comprehensive Act on  
National Control and Campaign against Tobacco)**

**Introduction**

Based on Clause C of Article 2 and Article 5 of the Comprehensive Act on National Control and Campaign against Tobacco, the executive bylaw of affixing health warnings on the packages of cigarettes and other tobacco products (tobacco) produced inside the country or imported, is specified as follows:

**Type and Place of Warning Affixation**

**Article 1.** Warnings must be affixed in pictorial and written forms on the front and back sides or all the main sides of the cigarette package or other packages of tobacco products (tobacco) and it must be ensured that these health warnings and messages are quite visible.

**Article 2.** Warnings must be affixed on the upper sections of the cigarette package to be seen more easily.

**Article 3.** Warnings must be affixed in the manner that the opening of the package will not hinder the written or pictorial warnings to be seen.

### **Font Sizes**

**Article 4.** Health warnings must cover at least 50% of each of the surfaces of the cigarette package or other packages of tobacco products (tobacco). The used fonts must be capital and bold. The color and type of the used line must be in a form to have the maximum visibility.

### **Color**

**Article 5.** Pictorial warnings must not be black and white; rather, 4-color images must be used. In case of any writings message in the warnings' pictures, the color of the writings must be in conflict with the color of the pictures and background so as the clarity of the messages may be increased.

**Article 6.** The background color of the cigarette package and tobacco products packages must be bright and in the manner that not to lessen the effect and clarity of the pictures of health warnings used on the aforesaid packages.

### **Rotation of the Warnings**

**Article 7.** The affixed warnings on the cigarette package and other packages of tobacco products (tobacco) must change every two years. A 6-month interval is considered for the packages eligible of old warnings to be sold and finished and during this interval, both packaging types of tobacco products containing new and old warnings will be available in the market.

**Article 8.** Selection of the type of pictorial warning to be affixed on different marks of cigarettes and packages of other tobacco products (tobacco) will be conducted under the supervision and approval of the headquarters.

### **Content of the Messages**

**Article 9.** Messages must be selected in the manner that to influence different groups of populations. Use of different and various messages can increase their influences. Messages may include the following cases:

- a. Harmful health effects caused by smoking
- b. Recommendation for give up tobacco products
- c. Addictive nature of tobacco products
- d. Harmful economical, social and environmental effects of smoking
- e. Harmful effects of forced inhalation of smoke by non-smokers

### **Language**

**Article 10.** Text warnings must be written in Persian language.

### **Affixation Time of Pictorial Warnings**

**Article 11.** Ministry of Industries and Mines (Iran Tobacco Co.) is obliged to affix the health warnings and messages approved by the State Headquarters for National Control and Campaign against Tobacco within 6 months after the declaration of this bylaw on the packages of cigarettes and other packages of tobacco products (tobacco) produced domestically or imported ones.

### **Supply of Tobacco Products**

**Article 12.** Six months after the declaration of health warnings and messages to the Ministry of Industries and Mines (Iran Tobacco Co.), production and importation of any tobacco product without pictorial messages will be considered illegal. The date of complete prevention from sales and supply of those tobacco products without any pictorial messages will be announced through the headquarters.

**Article 13.** This bylaw was prepared in 13 articles based on Clause C of Article 2 and Article 5 of the Comprehensive Act on National Control and Campaign against Tobacco and was approved in the session of State Headquarters for National Control and Campaign against Tobacco dated Apr. 16, 2008.