## Requirements for tobacco and herbal packaging

This is a quick reference guide to the new rules under the Standardised Packaging of Tobacco Regulations 2015 and the Tobacco and Related Products Regulations 2016.

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Cigarette pack</th>
<th>Hand rolling tobacco pack</th>
<th>Cigarette stick</th>
<th>Individual cigars and cigars &gt;3g</th>
<th>Other tobacco packaging</th>
<th>Smokeless packaging</th>
<th>Herbal packaging</th>
</tr>
</thead>
<tbody>
<tr>
<td>No logos or promotional images</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No inserts or additional material</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>No discounts, 2-for-1 offers, reductions or similar</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>No information about nicotine, tar or carbon monoxide</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>No indications that less harmful / lifestyle or environmental benefits / vitalising, healing, natural or organic properties</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>No mentions or depictions of taste, smell or any flavour or additive, or the absence thereof</td>
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<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Smoking cessation information</td>
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<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Text warning</td>
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<td>✓</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General health warning (“Smoking kills– quit now”)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Information message (“Tobacco smoke contains over 70 substances known to cause cancer”)</td>
<td>✓</td>
<td>✓</td>
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<td></td>
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<tr>
<td>Graphic health warning</td>
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<td>✓</td>
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<tr>
<td>Modified health warning</td>
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<td>✓</td>
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<td>✓</td>
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<tr>
<td>Drab dark brown coloured packaging</td>
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<td></td>
<td></td>
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<tr>
<td>Required shape</td>
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<td></td>
</tr>
<tr>
<td>Brand and variant name only permitted if in certain format</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internal packet is white or drab dark brown</td>
<td>✓</td>
<td></td>
<td></td>
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<td></td>
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<td></td>
</tr>
</tbody>
</table>

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1. These are tobacco products other than cigarettes, hand-rolling tobacco (HRT), individual cigars and cigars weighing over 3g; this category includes waterpipe tobacco and blunts.
2. Flavours are permitted in tobacco products other than cigarettes and HRT (though cigarettes may have menthol flavour until 2020) - but these are not permitted to be depicted or mentioned on the packets.
3. Cigarette packs must be cuboid and HRT packs must be cuboid, a pouch or cylindrical.
4. Cigarette and HRT packs must have grey Helvetica font (brand <size 14 and variant <size 10); cigarette sticks must have black Helvetica font (brand and variant <size 8).
Tobacco and herbal packaging rules from 20 May 2016

Cigarette packaging mock-up

The image below is a mock-up of a standard packet of cigarettes that is fully compliant with both the Standardised Packaging of Tobacco Products Regulations 2015 and the Tobacco and Related Products Regulations 2016 (including colours and font). In addition any wrapper must be transparent and any foil lining must be silver with a white backing.

It must have a combined health warning – photo, text and smoking cessation information: "Get help to stop smoking at www.nhs.uk/quit" - together covering 65% of the front and back.

The pack must be cuboid with smooth surfaces and no texture or embossing.

These are optional once on the pack:
- bar code
- calibration mark
- alphanumeric code (e.g. Codentify)
- producer details

It must have the health warning: "Smoking kills – quit now" covering 50% of one side.

The text for any brand and variant name may only appear, once each, on the front, top and bottom. It may only appear in grey Helvetica type. Any variant name (max 10 font) must be below any brand name (max 14 font), both centred.

Unit packets of cigarettes must have a minimum of 20 cigarette sticks. The number of cigarette sticks may be printed in figures once on the pack (and may be followed by the word “Cigarettes”).

The pack must have the UK duty paid mark.

Things that packs of cigarettes must NOT have:
- any other colours, markings or text (including information as to weight)
- promotional images or logos
- non-white cigarettes (except a possible cork tip and brand/variant name)
- slim packets (but slim cigarettes sticks are allowed)

The only colour or shade permitted on the external pack is Pantone 448 C with a matt finish.

It must have the information message “Tobacco smoke contains over 70 substances known to cause cancer” covering 50% of one side.

The pack must have the UK duty paid mark.

These are optional once on the pack:
- bar code
- calibration mark
- alphanumeric code (e.g. Codentify)
- producer details

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Unit packets of cigarettes must have a minimum of 20 cigarette sticks. The number of cigarette sticks may be printed in figures once on the pack (and may be followed by the word “Cigarettes”).

The only colour or shade permitted on the external pack is Pantone 448 C with a matt finish.

It must have the information message “Tobacco smoke contains over 70 substances known to cause cancer” covering 50% of one side.

The pack must have the UK duty paid mark.

These are optional once on the pack:
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