



Tobacco and herbal packaging rules from 20 May 2016

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

No logos or promotional images

No inserts or additional material

No discounts, 2-for-1 offers, reductions or similar

No information about nicotine, tar or carbon monoxide

No indications that less harmful / lifestyle or environmental benefits / vitalising, healing, natural or organic properties

No mentions or depictions of taste, smell or any flavour or additive, or the absence thereof ²

Smoking cessation information

Text warning

General health warning ("Smoking kills— quit now")

Information message ("Tobacco smoke contains over 70 substances known to cause cancer")

Graphic health warning

Modified health warning

Drab dark brown coloured packaging

Required shape ³

Brand and variant name only permitted if in certain format ⁴

Internal packet is white or drab dark brown

Cigarette pack	Hand rolling tobacco pack	Cigarette stick	Individual cigars and cigars >3g	Other tobacco packaging ¹	Smokeless packaging	Herbal packaging
✓	✓	✓				
✓	✓					
✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	
✓	✓	✓	✓	✓		
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✓	✓					
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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.

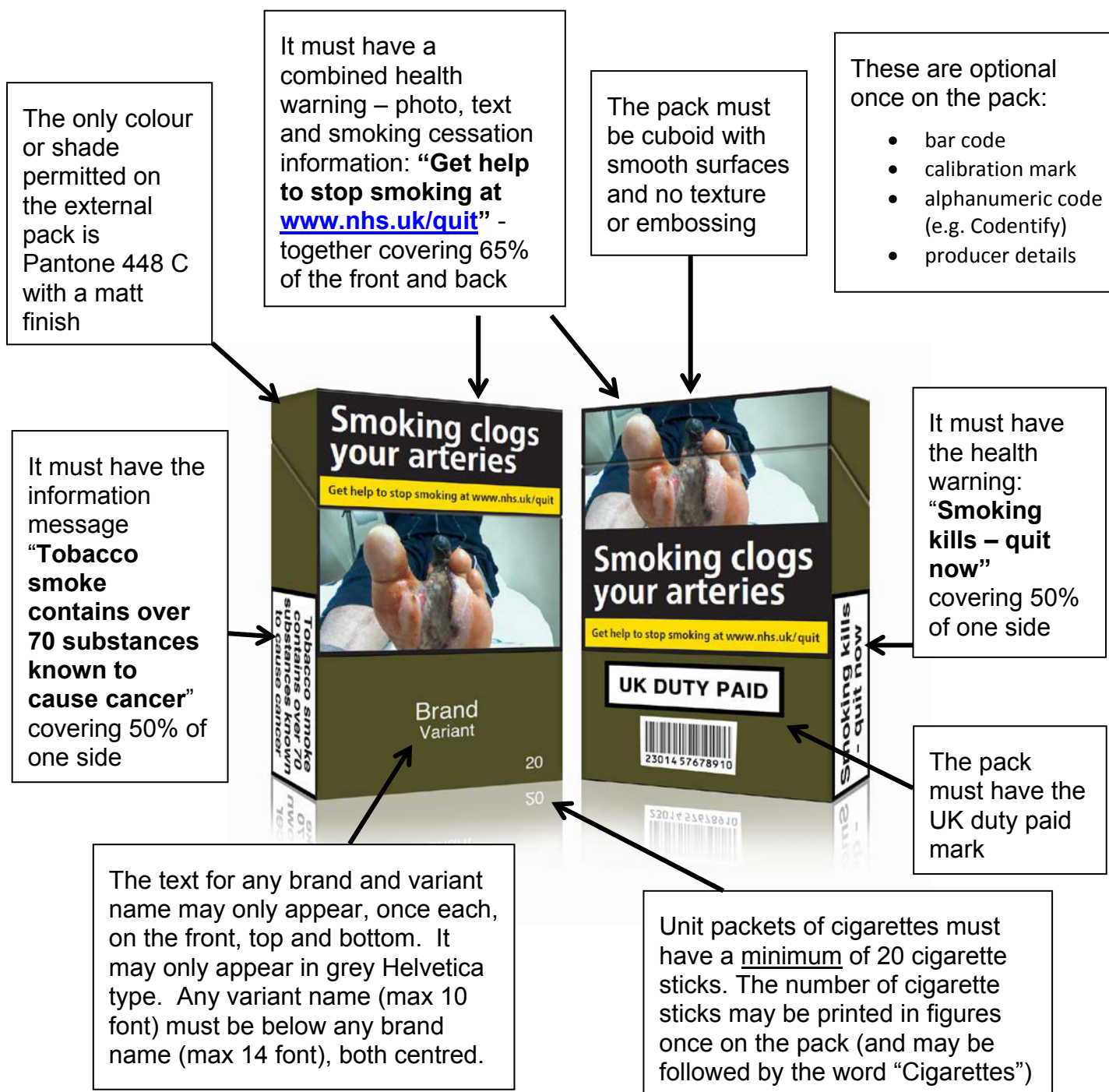
³ Cigarette packs must be cuboid and HRT packs must be cuboid, a pouch or cylindrical.

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).



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.



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)