



Tobacco and herbal product packaging rules

Published 19 April 2021

Requirements for tobacco and herbal packaging

Cigarette pack	Hand rolling tobacco pack	Cigarette stick	Individual cigars and cigars >3g	Other tobacco	Smokeless packaging	Herbal packaging	
✓	✓	✓					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 benefit; vitalising, healing, natural or organic properties
✓	✓	✓	✓	✓	✓		No mentions or depictions of taste, smell or any flavour or additive, or the absence thereof ²

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 but these are not permitted to be depicted or mentioned on the packets

✓	✓	✓	✓	✓		Required smoking cessation information	
✓	✓	✓	✓	✓		Required text warning	
✓	✓	✓	✓	✓		Required general health warning (“Smoking kills– quit now”)	
✓	✓	✓		✓		Required information message (“Tobacco smoke contains over 70 substances known to cause cancer”)	
✓	✓	✓		✓		Required graphic health warning	
					✓	✓	Required modified health warning
✓	✓						Required 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

The checklist and mock-up do not cover Tobacco Track & Trace requirements

All unit packets of cigarettes and hand rolling tobacco manufactured or imported in the UK must:

- have unique identifiers (UIDs) on the packaging,
- have 5 specific security features applied to the packaging if they are manufactured or imported for the UK market,
- be scanned at certain points in the supply chain.

From May 2024, this will apply to all tobacco products. For specific information on track & trace packaging requirements please visit:

<https://www.gov.uk/government/collections/rules-for-tobacco-products>

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 for brand and variant)

Cigarette packaging mock-up

The image below is a mock-up of a standard packet of cigarettes that is 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. For the purposes of an example, the mock-up depicts packaging for the GB market that feature pictures from the GB library (copyright Australian Government). Products sold on the NI market must feature pictures owned by the EU commission.

It must have a combined health warning (photo + text) covering 65% of the front and back, and stop smoking cessation information: **“Get help to stop smoking at www.nhs.uk/quit”**

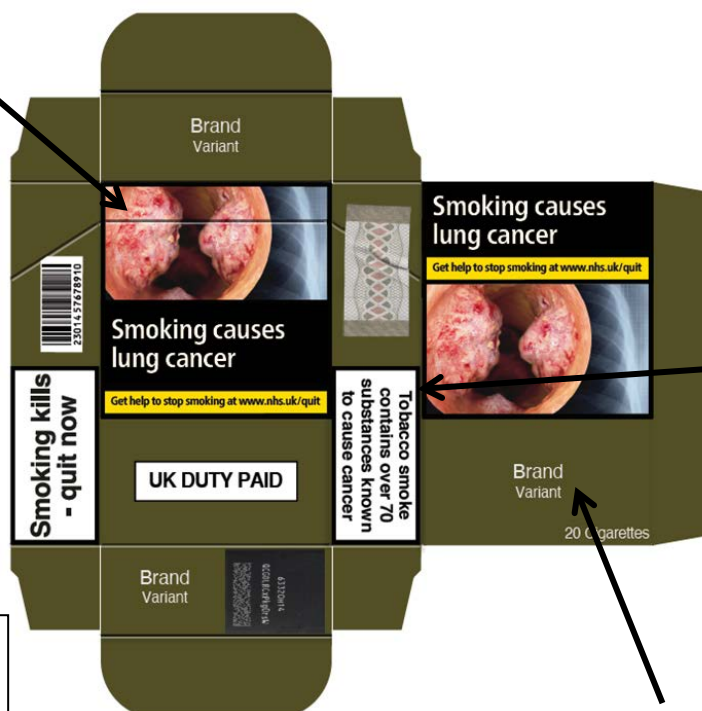
The pack must be cuboid with smooth surfaces and no texture or embossing

These are optional once on the pack:

- bar code
- calibration mark
- alphanumeric code (e.g. Codentify)
- producer details

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

It must have the health warning: **“Smoking kills – quit now”** covering 50% of one side



It must have the information message **“Tobacco smoke contains over 70 substances known to cause cancer”** 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.

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

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)

⁵Pack conforming with 2021 GB regulations by Wee Creative for ASH

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