### **TOBACCO (SMOKING CONTROL) ACT** (CAP. 315)

### Use of Colour Photographs or Other Illustrations as Health Warnings on Tobacco Packages Regulations, 2009

IN excercise of the powers conferred by article 9(f) of the Tobacco (Smoking Control) Act, the Minister for Social Policy has made the following regulations:

1. (1) The title of these regulations is the Use of Colour Title and Photographs or other Illustrations as Health Warnings on Tobacco Packages Regulations, 2009.

(2)For cigarette packages placed on the market the provisions of these regulations shall come into force eighteen months after the date of publication of these regulations.

(3) For any other tobacco products placed on the market the provisions of these regulations shall come into force twenty-four months after the date of publication of these regulations.

2. The scope of these regulations is to implement scope. Commission Decision of 5 September 2003 (2003/641/EC) on the use of colour photographs or other illustrations as health warnings on tobacco packages which establishes rules for the use of colour photographs or other illustrations to depict and explain the health consequences of smoking.

3. In these regulations, unless the context otherwise Interpretation. requires:

"additional warning" means any of the warnings referred in regulation 4(3) and in the Schedule to the Labelling of Tobacco Products Regulations, 2004;

"combined warning" means the warning consisting of a photograph or other illustration and the corresponding text of the additional warning provided for in regulation 4(3)and in the Schedule to the Labelling of Tobacco Products Regulations, 2004, as contained in each source document;

commencement.

L.N. 202 of 2004.

"source document" means any of the electronic files made available by the European Commission and provided by the Superintendent of Public Health, which contains a combined warning, as per Commission Decision of 26 May, 2005 on the library of selected source documents containing colour photographs or other illustrations for each of the additional warnings listed in the Schedule of the Labelling of Tobacco Products Regulations, 2004 in terms of Schedule I to these regulations;

"tobacco package" means any form of unit packet and any outside packaging used in the retail sale of tobacco products, with the exception of additional transparent wrappers.

4. (1) Tobacco packages shall carry a combined warning taken exclusively from Schedule I to these regulations referred to the source document, without any changes to any of its components.

(2) Only the pictorials in Schedule II to these regulations shall be used in the combined warnings.

(3) The combined warnings shall:

(a) be rotated at least once a year to guarantee the regular appearance of all of the additional warnings;

(b) be printed on the other most visible surface of the tobacco package, respecting the format and proportions of the source document and the graphical integrity of the picture and the text;

(c) occupy the entire area reserved for the additional health warning, and be positioned parallel to the top edge of the package, and in the same direction as the other information on the package;

(d) be reproduced in accordance with the technical specifications for printing as per Schedule I to these regulations;

Use of combined warnings.

(e) be surrounded by a black border not less than 3mm and not more than 4mm in width which in no way interferes with any textual or visual element of the combined warning.

(4) The combined warning shall cover not less than 45% of the external area of the other most visible surface of the unit packet of tobacco:

Provided that, in the case of unit packets intended for products other than cigarettes, the most visible surface of which exceeds 75 cm<sup>2</sup>, the combined warning shall cover an area of at least 24 cm<sup>2</sup> of the other most visible surface.

(5) In the case of tobacco products other than cigarettes, the combined warnings may be affixed as stickers, provided that such stickers are irremovable. The reproduction of the combined warnings on the stickers shall be in accordance with the technical specifications for printing as per Schedule I to these regulations.

(6) The combined warnings shall not be commented on, paraphrased or referred to in any form on the tobacco package.

**5.** (1) The combined warnings shall:

(a) be irremovably printed, indelible and in no way hidden or interrupted by other written or pictorial matter or by the opening of the packet, provided that the printing of the combined warnings on the tax stamps or price marks of unit packets shall be prohibited;

(b) be displayed in a manner that ensures that none of the textual or visual elements of the combined warnings will be severed when the package is opened.

(2) The use of any type of wrapper, pouch, jacket, box or other device that partially or entirely hides or interrupts the combined warnings or any of their elements is prohibited.

(3) Tax stamps or price marks shall not be placed in a way that partially or entirely hides or interrupts the combined warnings or any of their elements.

Visual integrity of the combined warnings.

## **SCHEDULE I**

Malta	
CIGARETTES Brand It-tipjip joqtol Smoking kills	It-twissijiet maghquda Combined warnings
Min ipejjep imut žghir Smokers die younger Persuni li jpejjpju tul hajjithom kollha jitilfu medja ta' 14-il sena hajja medja ta' 14-il sena hajja Ministration Lifetime smokers Jose an average of 14 years of life	Min ipejjep imut zghir         Smister die georgen

lt-tipjip isodd l-arterji u jgib attakki tal-qalb u puplesiji

Smoking clogs the arteries and causes heart attacks and strokes

li-riskju te' attekk tal-gelb hu ta' madwar 50% oghla f davrk li jpajjpu milli f davk i ma jpejjpur.

The risk of having a stroke is approximately50% higher in smokers than in non-smokers





It-tipjip jaghmel kancer fil-pulmun

Smoking causes fatal lung cancer





It-tipjip jagfimel kančer fil-pulmun Somiting course fittal lung concer



It-tipjip jagðmel kancer fil pulmun Stoelding course feitid heeg samer

it-tipjip huwa vizzju, tibdiex tpejjep Smoking is higly addictive, don't start





R-topic hows vizzu, todax (pege) Scienting is highly president, don't diant.



lt-Sipjy howa vizzje, tibel extpojjep Switczeg is bigitly edited to g

### Stopping smoking reduces the risk of fatal heart and lung diseases Heriskin ta' Mard Keronarju de Qub jitnagqaa b'50% waras sensation to be the senset result of the senset be senset to be

Jekk tiegaf tpejjep tnaggas ir-riskju ta'attakki tal-galb u mard tal-pulmun







It-tipjip ikemmixlek il-ģilda Smoking causes ageing of the skin



Security care or agains of the dife



H-tipjip ikemmizlek il-gilda Smahling canter agning of the tick



It tipjip ikemmislek il-gilda Intriting causes spring of the til









It-tipjip inaqqas ič-čirkulazzjoni tad-demm u jista' jwassal ghal impotenza-

Smoking may reduce the blood flow and causes impotence





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ld-duhhan fih benzene, formaldehyde u hydrogen cyanide Smoke contains benzene, nitrosamines, formaldehyde and hydrogen cyanide











# Technical specifications for printing

- > The combined warnings must be reproduced without any changes to their proportions or colours.
- > The combined warnings are conceived as a whole image and must not be amended.
- > The combined warnings must be printed in four-colour/-CMYK-/
- screen 133 lines per inch, as a minimum requirement.

Ir-ritratti, ix-xbihat u l-illustrazzionijiet testwali li jinsabu f'dan id-CD ĝew zviluppati ghall-uzu fuq pakketti tal-prodotti tat-tabakk skond:

> id-Direttiva tal-Parlament Ewropewu tal-Kunsill tal-5 ta' Gunju 2001 dwar

- 1-approssimazzjoni tal-ligijiet, regolementi u dispozizzjonijiet amministrattivi ta'l-Istati Membri li jirrelataw mal-manifattura, prežentazzjoni u l-bejgh ta' prodotti tat-tabakk (2001/37/KE)
- > id-Dečižjoni tal-Kummissjoni tal-5 ta' Settembru 2003 dwar l-užu ta' ritratti tal-kulurjew illustrazzjonijiet ohra bhala twissijiet fuq il-pakketti tat-tabakk (2003/641/KE)
- > id-Dečižjoni tal-Kummissjoni tas-26 ta' Mejju 2005 dwar il-librerija ta' dokumenti ta' sors maghžula li fihom ritratti jew illustrazzjonijiet ohra ghal kull wabda mit-twissijiet addizzjonali mnižžla fl-Anness I tad-Direttiva 2001/37/KE
- tal-Parlament Ewropew u tal-Kunsill (C(2005) 1452 finali) Kull uzu tebor huwa soggett ghall-perntess mill-Kummissioni.

The photographs, images and textual illustrations contained on this CD have been developed for use on tobacco product packages in accordance with:

- > Directive of the European Parliament and of the Council of 5 June 2001
- on the approximation of the laws, regulations and administrative provisions of the Member States concerning the manufacture, presentation and sale of tobacco products (2001/37/EC)
- > Commission Decision of 5 September 2003 on the use of colour photographs or other illustrations as health warnings on tobacco packages (2003/641/EC)
- > Commission Decision of 26 May 2005 on the library of selected source documents containing colour photographs or other illustrations for each of the additional warnings listed in annex 1 to Directive 2001/37/EC of the European Parliament and of the Council (C(2005) 1452 final)
- All other uses are subject to the permission of the European Commission.

# **SCHEDULE II**























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