

STANDARDISED
PACKAGING

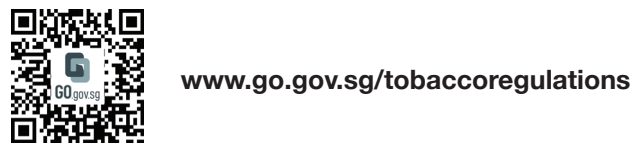
GUIDANCE BOOKLET

标 准 化 包 装 册 子

The contents of this booklet serve as a general guide to the requirements of Singapore's standardised packaging measures but does not detail all of those requirements. Similarly, all images and diagrams depicted are intended as a guide and are not drawn to scale.

This booklet does not provide legal advice and is not to be relied upon as a source of legal advice. Should you have any queries, it is recommended that you refer to the link below for the complete standardised packaging requirements of the *Tobacco (Control of Advertisements and Sale) (Appearance, Packaging and Labelling) Regulations* and/or seek independent legal advice.

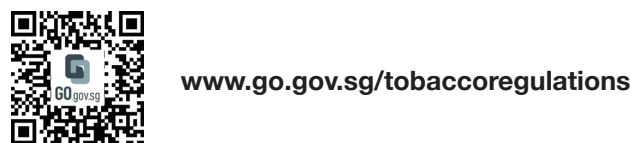
If there are any discrepancies between the different language versions of this booklet, then the English version shall be taken as correct.



本手册的内容可作为新加坡标准化包装措施要求的一般准则，但并未详细说明所有要求。同样，文中描述的所有图像和图表仅供参考，未按比例绘制。

本手册不提供法律意见，亦不可作为法律意见的来源。如有任何疑问，建议您参阅以下链接，以获取在《烟草（广告和销售控制）（外观，包装和标签）条例》下的完整标准包装要求和/或寻求独立的法律意见。

如果本指导手册的不同语言版本之间存在差异，则以英文本为准。下的完整标准包装要求。



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Aim of the booklet 手册目的

From 1 July 2020, all tobacco products imported, sold, offered for sale or distributed in Singapore will be required to be in standardised packaging with enlarged graphic health warnings.

This booklet is intended to serve as a general guide to what standardised packaging and the enlarged health warnings will look like on different types of tobacco products and packaging formats. Please note, however, that all images and diagrams depicted are intended as a guide and are not drawn to scale.

The aim of providing this guidance is to assist suppliers and retailers to identify if tobacco products that you import, distribute or offer for sale comply with the requirements of the *Tobacco (Control of Advertisements and Sale) (Appearance, Packaging and Labelling) Regulations* when these regulations come into force.

For detailed specifications of the standardised packaging and enlarged graphic health warnings requirements, please refer to the *Tobacco (Control of Advertisements and Sale) (Appearance, Packaging and Labelling) Regulations*.

从2020年7月1日起，所有在新加坡进口、出售、提供出售或分销的烟草制品必须采用标准化包装并配有增大的图形健康警告。

本手册旨在作为一般准则，以说明针对不同类型的烟草制品和包装格式应采用标准化包装和增大的健康警告。但是，请注意，文中描述的所有图像和图表仅供参考，未按比例绘制。

制作本手册的目的是帮助供应商和零售商在这些法规生效时，了解其进口、分销或提供出售的烟草制品是否符合《烟草（广告和销售控制）（外观，包装和标签）条例》的要求。

有关标准化包装和增扩大的图形健康警告要求的详细规范，请参阅《烟草（广告和销售控制）（外观，包装和标签）法规》。

Cigarette pack 烟盒

Front View 正面

Warning header 警告标题

- Red text in block letters, Arial bold typeface and not less than 2mm in height
- Text to be the same size as warning statement
- 红色文字为印刷体大写字母，Arial粗体字体，高度不小于2毫米
- 字号应与警告声明相同

Warning statement 警告声明

- Text in block letters, Arial bold typeface and not less than 2mm in height
- White text against black background
- 文字为印刷体大写字母，Arial粗体字体，高度不少于2毫米
- 黑底白文字

Sales restriction information 销售限制信息

- White text in block letters, Arial typeface, not less than 2mm in height
- 印刷体大写字母白色文字为Arial字体，高度不少于2毫米

Pack format 包装格式

- Flip top lid
- Made of rigid cardboard
- No embellishments
- Pack size falls within the minimum and maximum size restrictions (Height: 85-104 mm; Width: 55-66 mm; Depth: 20- 28 mm)
- 翻盖
- 硬纸板制成
- 不加装饰
- 包装尺寸符合最小和最大尺寸限制（高度：85-104毫米；宽度：55-66毫米；深度：20-28 毫米）

Measurement mark 测量标记

- Can appear only on the same external surface where the brand name appears
- Can only appear twice
- Arial typeface in cool gray (Pantone 2C), in a uniform font size of not more than 3.5mm
- 只能出现在与品牌名称相同的外表面上
- 只能出现两次
- 冷灰色(Pantone 2C)的Arial字体，统一字体大小不超过3.5毫米

Brand & Variant name 品牌和变体名

- Only once each on front, top and bottom
- Occupy one line each
- Arial typeface in cool gray (Pantone 2C)
- Uniform font size of not more than 5mm for 'Brand' and 3.5mm for 'Variant'
- Brand name no longer than 50mm and variant name no longer than 35mm in length
- 前部的顶部和底部各仅出现一次
- 各占一行
- 冷灰色(Pantone 2C)的Arial字体
- “品牌”的统一字体大小不超过5毫米，“变体名”的统一字体大小不超过3.5毫米
- 品牌名称长度不超过50毫米，变体名称长度不超过35毫米

Health information 健康信息

- Occupy at least 50% of the surface area it is printed on
- Text fills background
- Arial typeface, in sentence case, and of a uniform size not less than 3.5mm
- Black text against yellow (Pantone 108C) background
- 至少占据其印刷表面积50%
- 文字填充背景
- Arial字体，首字母大大写，且统一大小不少于3.5毫米
- 黄底(Pantone 108C)黑字



Cigarette pack 烟盒

Back View 背面

Pack/inner surface 包装/内表面

- External surface in a drab dark brown (Pantone 448C)
- Matt finish
- Inner surface to be white
- No inserts
- 外表面呈深褐色(Pantone 448C)
- 亚光饰面
- 内表面为白色
- 无内衬

Manufacturer or import/wholesale licensee's details 制造商或进口/批发被许可人的详细信息

- Appear only once
- Arial typeface in cool gray (Pantone 2C), in a uniform font size of not more than 3.5mm
- 只出现一次
- 冷灰色(Pantone 2C)的Arial字体, 统一字体大小不超过3.5毫米

Bar code 条码

- Appear only once
- Rectangular
- Black or drab dark brown (Pantone 448C) bar code
- On a white background
- 只出现一次
- 长方形
- 黑色或深褐色(Pantone 448C)条码
- 在白底上

Brand & Variant name 品牌和变体名称

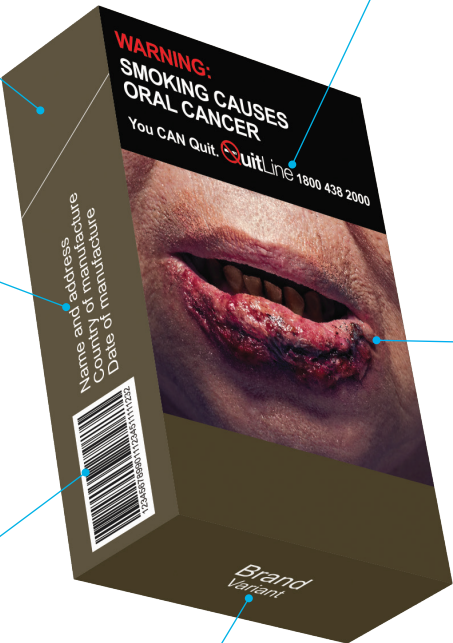
- Only once on front, top and bottom
- Occupy one line each
- Arial typeface in cool gray (Pantone 2C)
- Uniform font size of not more than 5mm for 'Brand' and 3.5mm for 'Variant'
- Brand name no longer than 50mm and variant name no longer than 35mm in length
- 正面, 顶部和底部仅出现一次
- 各占一行
- 冷灰色(Pantone 2C)的Arial字体
- “品牌”的统一字体大小不超过5毫米, “变体名”的统一字体大小不超过3.5毫米
- 品牌名称长度不超过50毫米, 变体名称长度不超过35毫米

QuitLine message 戒烟热线(QuitLine)讯息

- QuitLine logo to follow specifications in Regulations
- Rest of the text to be in white Arial bold typeface in a uniform font size of not less than 2.8mm
- The first letter of the words “You” and “Quit” and the word ‘CAN’ to be capitalised
- QuitLine标志遵循法规中的规定
- 其余文字为白色Arial粗体字体, 且统一字体大小不小于2.8毫米
- “You”和“Quit”两词的首字母和“CAN”一词大写

Health warning 健康警告

- Warning statement and image occupy at least 75% of the surface area it is displayed on
- Image fills at least 50% of the surface area of the health warning
- Image must not appear distorted
- 警告声明和图像至少占据其显示表面积的75%
- 图像至少占健康警告表面积的50%
- 图像不得失真



Cigarette stick 香烟

Physical appearance 外观

- Cylindrical with flat ends
- Diameter between 7-9mm
- No longer than 100mm
- 扁平端圆柱
- 直径在7-9毫米之间
- 不超过100毫米

Alphanumeric code 字母数字代码

- Arial typeface
- Black text and in uniform font size of not more than 2.8mm
- Arial字体
- 黑色文字, 且统一字体大小不超过2.8毫米

Paper over filter tip 覆盖滤嘴的纸张

- White or coloured to imitate cork
- 白色或彩色仿软木质地

Paper casing 纸壳

- White
- No markings except for SDPC (Singapore Duty-Paid Cigarette) marking and alphanumeric code
- 白色
- 除SDPC (Singapore Duty-Paid Cigarette)标记和字母数字代码外, 不得有标记

SDPC (Singapore Duty-Paid Cigarette) marking SDPC (Singapore Duty-Paid Cigarette) 标记

- In specified position and complies with specifications under the Customs Regulations
- 处于指定位置并符合海关条例的规定

Filter tip 滤嘴

- White
- 白色



Ang hoon (bag) 红烟 (包装)

Front View 正面

Warning header 警告标题

- Red text in block letters, Arial bold typeface and not less than 2mm in height
- Text to be the same size as warning statement
- 红色文字为印刷体大写字母，Arial粗体字体，高度不小于2毫米
- 字号应与警告声明相同

Package surface 包装表面

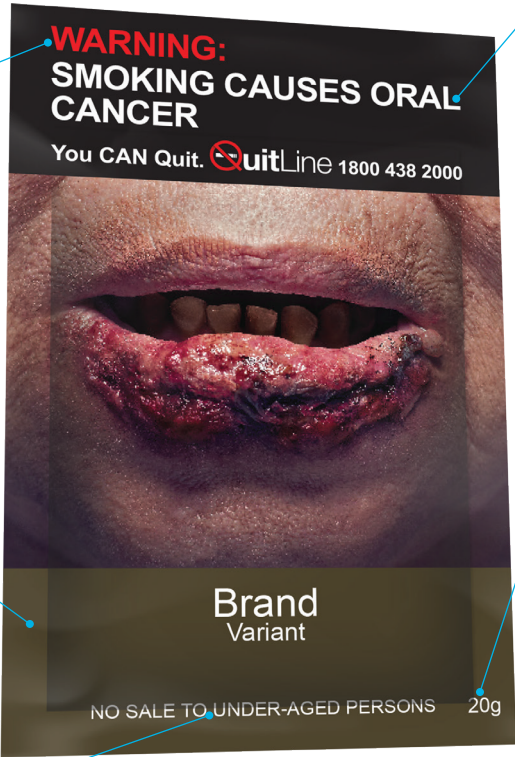
- Drab dark brown (Pantone 448C)
- Matt finish
- 深褐色(Pantone 448C)
- 亚光饰面

Sales restriction information 销售限制信息

- White text in block letters, Arial typeface, not less than 2mm in height
- 印刷体大写字母白色文字为Arial字体，高度不少于2毫米

Note: A retail package of any tobacco product (except a cigarette pack, cigar tubes and a small retail package of beedies) must have the following requirements
注意: 任何烟草产品的零售包装（香烟包装，雪茄管和小型零售包装的比迪烟除外）必须符合以下要求:

1. Its largest dimension must be at least 85mm 最大尺寸必须至少为 85 毫米
2. Its second-largest dimension must be at least 55mm 其第二大尺寸必须至少为 55 毫米



Warning statement 警告声明

- Text in block letters, Arial bold typeface and not less than 2mm in height
- White text against black background
- 文字为印刷体大写字母，Arial粗体字体，高度不少于2毫米
- 黑底白文字

Measurement mark 测量标记

- Can appear only on the same external surface where the brand name appears
- Can only appear twice
- Arial typeface in cool gray (Pantone 2C), in a uniform font size of not more than 3.5mm
- 只能出现在与品牌名称相同的外表面上
- 只能出现两次
- 冷灰色(Pantone 2C)的Arial字体，统一字体大小不超过3.5毫米

Ang hoon (bag) 红烟 (包装)

Back View 背面

QuitLine message 戒烟热线(QuitLine)讯息

- QuitLine logo to follow specifications in Regulations
- Rest of the text to be in white Arial bold typeface in a uniform font size of not less than 2.8mm
- The first letter of the words "You" and "Quit" and the word "CAN" to be capitalised
- QuitLine标志遵循法规中的规定
- 其余文字为白色Arial粗体字体，且统一字体大小不小于2.8毫米
- "You"和"Quit"两词的首字母和"CAN"一词大写

Manufacturer or import/wholesale licensee's details 制造商或进口/批发被许可人的详细信息

- Appear only once
- Arial typeface in cool gray (Pantone 2C), in a uniform font size of not more than 3.5mm
- 只出现一次
- 冷灰色(Pantone 2C)的Arial字体，统一字体大小不超过3.5毫米

Brand & Variant name 品牌和变体名称

- Only once on each of the two largest external surfaces
- Arial typeface in cool gray (Pantone 2C)
- Uniform font size of not more than 5mm for 'Brand' and 3.5mm for 'Variant'
- Brand name no longer than 50mm and variant name no longer than 35mm in length
- 在两个最大的外表面上仅出现一次
- 冷灰色(Pantone 2C)的Arial字体
- "品牌"的统一字体大小不超过5毫米，"变体名"的统一字体大小不超过3.5毫米
- 品牌名称长度不超过50毫米，变体名称长度不超过35毫米

Bag format 包装形式

- No embellishments
- Must be rectangular in shape
- 不加装饰
- 必须为长方形

Health warning 健康警告

- Warning statement and image occupy at least 75% of the surface area it is displayed on
- Image fills at least 50% of the surface area of the health warning
- Image must not appear distorted
- 警告声明和图像至少占据其显示表面积的75%
- 图像至少占健康警告表面积的50%
- 图像不得失真

Bar code 条码

- Appear only once
- Rectangular
- Black or drab dark brown (Pantone 448C) bar code
- On a white background
- 只出现一次
- 长方形
- 黑色或深褐色(Pantone 448C)条码
- 在白底上



Roll-your-own tobacco (pouch) 自制卷烟 (烟袋)

Front View 正面

Warning header 警告标题

- Red text in block letters, Arial bold typeface and not less than 2mm in height
- Text to be the same size as warning statement
- 红色文字为印刷体大写字母，Arial粗体字体，高度不小于2毫米
- 字号应与警告声明相同

Warning statement 警告声明

- Text in block letters, Arial bold typeface and not less than 2mm in height
- White text against black background
- 文字为印刷体大写字母，Arial粗体字体，高度不少于2毫米
- 黑底白文字



Brand & Variant name 品牌和变体名称

- Only once on each of the two largest external surface
- Arial typeface in cool gray (Pantone 2C)
- Uniform font size of not more than 5mm for 'Brand' and 3.5mm for 'Variant'
- Brand name no longer than 50mm and variant name no longer than 35mm in length
- 在两个最大的外表面上仅出现一次
- 冷灰色(Pantone 2C)的Arial字体
- “品牌”的统一字体大小不超过5毫米，“变体名”的统一字体大小不超过3.5毫米
- 品牌名称长度不超过50毫米，变体名称长度不超过35毫米

Sales restriction information 销售限制信息

- White text in block letters, Arial typeface, not less than 2mm in height
- 印刷体大写字母白色文字为Arial字体，高度不少于2毫米

Package surface 包装表面

- Drab dark brown (Pantone 448C)
- Matt finish
- 深褐色(Pantone 448C)
- 亚光饰面

Roll-your-own tobacco (pouch) 自制卷烟 (烟袋)

Back View 背面

Health warning 健康警告

- Warning statement and image occupy at least 75% of the surface area it is displayed on
- Image fills at least 50% of the surface area of the health warning
- Image must not appear distorted
- 警告声明和图像至少占据其显示表面积的75%
- 图像至少占健康警告表面积的50%
- 图像不得失真

Bar code 条码

- Appear only once
- Rectangular
- Black or drab dark brown (Pantone 448C) bar code
- On a white background
- 只出现一次
- 长方形
- 黑色或深褐色(Pantone 448C)条码
- 在白底上



Manufacturer or import/wholesale licensee's details 制造商或进口/批发被许可人的详细信息

- Appear only once
- Arial typeface in cool gray (Pantone 2C), in a uniform font size of not more than 3.5mm
- 只出现一次
- 冷灰色(Pantone 2C)的Arial字体，统一字体大小不超过3.5毫米

QuitLine message 戒烟热线(QuitLine)讯息

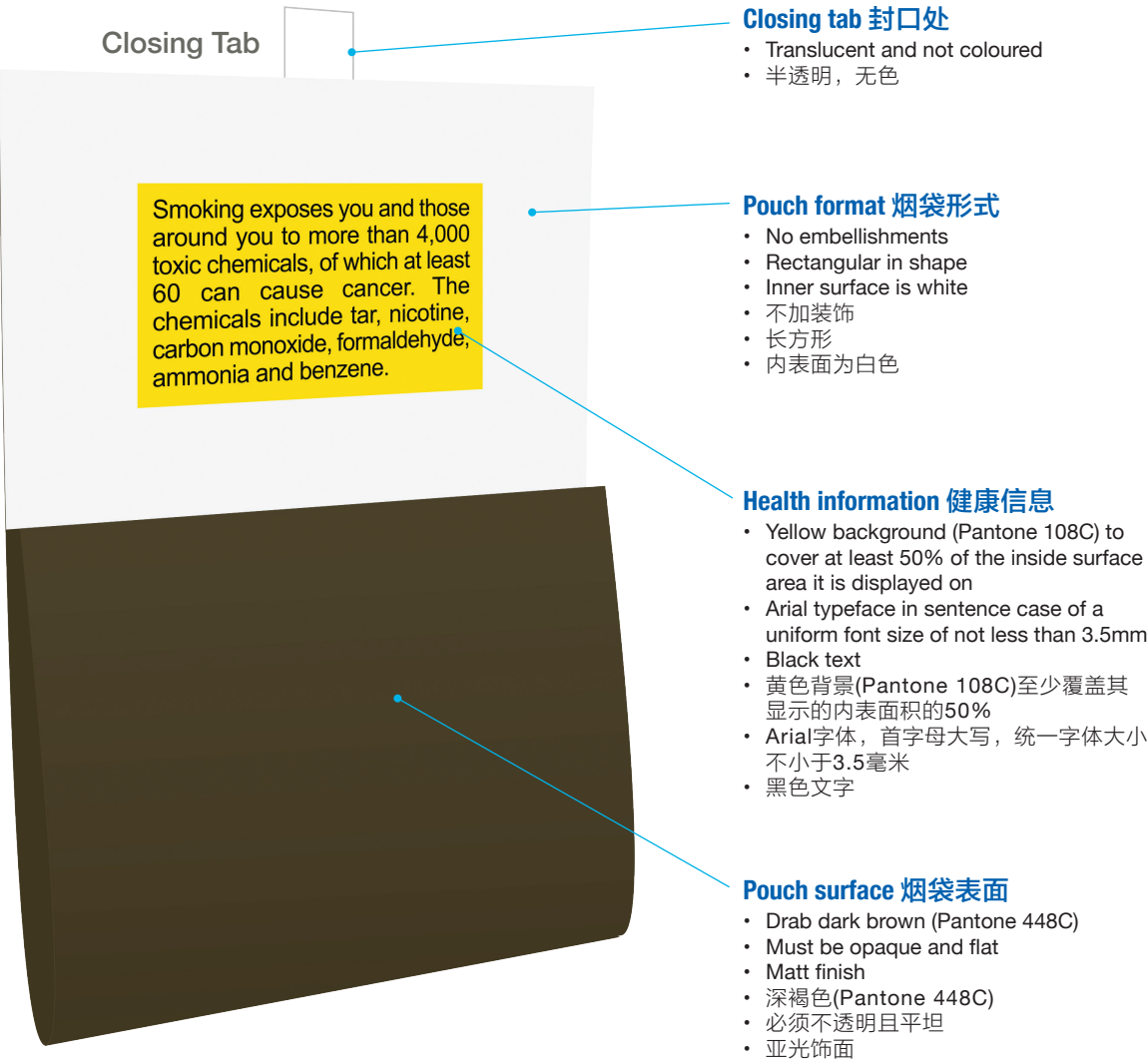
- QuitLine logo to follow specifications in Regulations
- Rest of the text to be in white Arial bold typeface in a uniform font size of not less than 2.8mm
- The first letter of the words "You" and "Quit" and the word "CAN" to be capitalised
- QuitLine标志遵循法规中的规定
- 其余文字为白色Arial粗体字体，且统一字体大小不小于2.8毫米
- "You"和"Quit"两词的首字母和"CAN"一词大写

Measurement mark 测量标记

- Can appear only on the same external surface where the brand name appears
- Can only appear twice
- Arial typeface in cool gray (Pantone 2C), in a uniform font size of not more than 3.5mm
- 只能出现在与品牌名称相同的外表面上
- 只能出现两次
- 冷灰色(Pantone 2C)的Arial字体，统一字体大小不超过3.5毫米

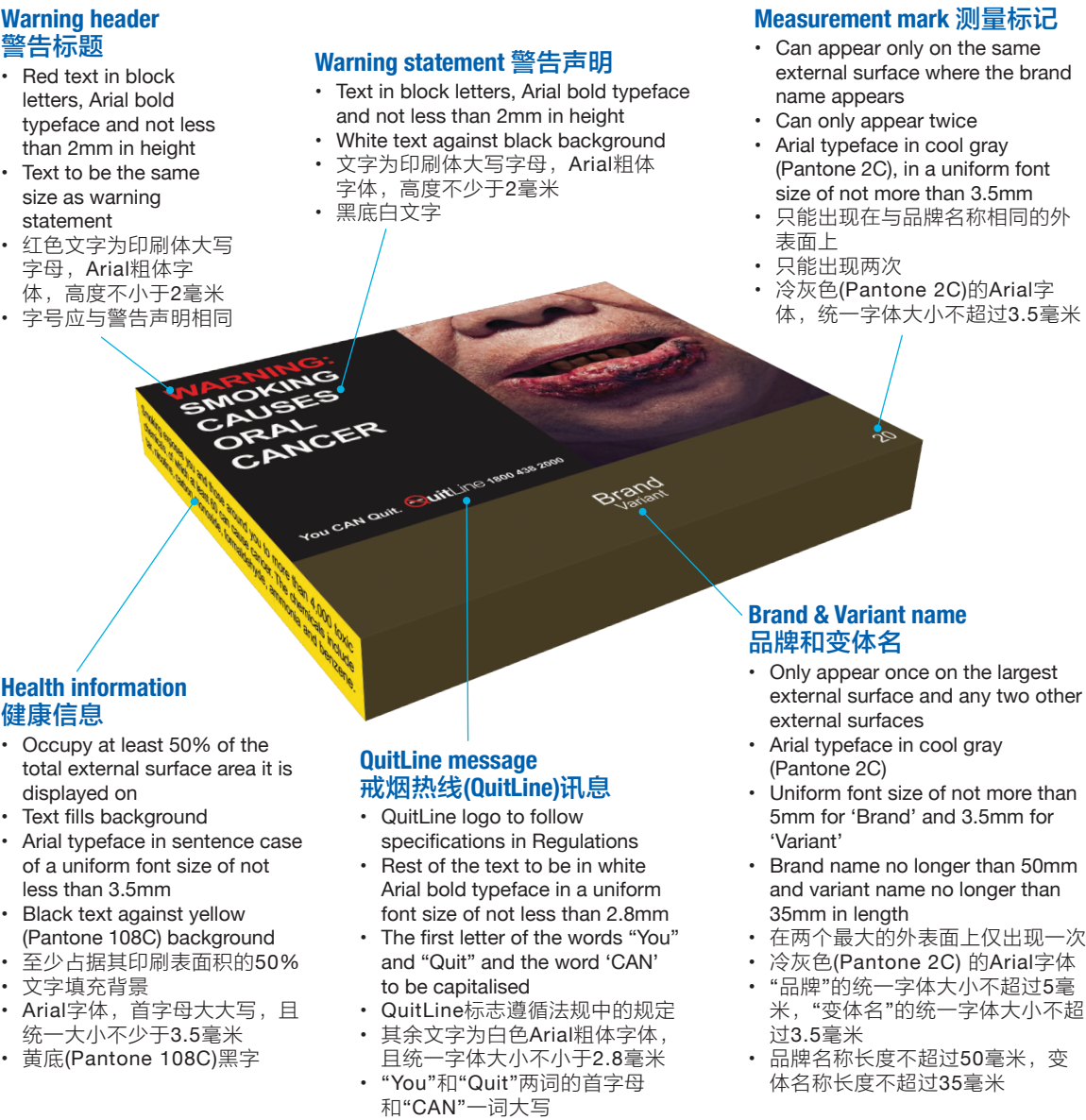
Roll-your-own tobacco (pouch) 自制卷烟 (烟袋)

Inside View 内表面



Cigar box 雪茄盒

Front View 正面



Note: The health information may be displayed on the inner surface of the lid of the cigar box
注意: 健康信息可以显示在雪茄盒盖的内表面

Cigar box 雪茄盒

Back View 背面

Box format 盒子形式

- No embellishments
- Inner surface is white or the colour of metal or wood (if used)
- 不加装饰
- 内表面为白色或金属或木头的颜色（如使用该材质）

Sales restriction information 销售限制信息

- White text in block letters, Arial typeface, not less than 2mm in height
- 印刷体大写字母白色文字为Arial字体，高度不少于2毫米



Health warning 健康警告

- Warning statement and image occupy at least 75% of the surface area it is displayed on
- Image fills at least 50% of the surface area of the health warning
- Image must not appear distorted
- 警告声明和图像至少占据其显示表面积的75%
- 图像至少占健康警告表面积的50%
- 图像不得失真

Box surface 盒子表面

- Drab dark brown (Pantone 448C)
- Matt finish
- 深褐色 (Pantone 448C)
- 亚光饰面

Bar code 条码

- Appear only once
- Rectangular
- Black or drab dark brown (Pantone 448C) bar code
- On a white background
- 只出现一次
- 长方形
- 黑色或深褐色(Pantone 448C)条码
- 在白底上

Manufacturer or import/wholesale licensee's details 制造商或进口/批发被许可人的详细信息

- Appear only once
- Arial typeface in cool gray (Pantone 2C), in a uniform font size of not more than 3.5mm
- 只出现一次
- 冷灰色(Pantone 2C)的Arial字体，统一字体大小不超过3.5毫米

Cigar tube (cylindrical) 雪茄管 (圆柱形)

Brand & Variant name 品牌和变体名

- Only once on external surface and located at either end of the tube
- Arial typeface in cool gray (Pantone 2C)
- Uniform font size of not more than 5mm for 'Brand' and 3.5mm for 'Variant'
- Brand name no longer than 50mm and variant name no longer than 35mm in length
- 在外表面上仅出现一次并且位于烟管任意一端
- 冷灰色(Pantone2C)的Arial字体
- “品牌”的统一字体大小不超过5毫米，“变体名”的统一字体大小不超过3.5毫米
- 品牌名称长度不超过50毫米，变体名称长度不超过35毫米

Warning statement 警告声明

- Occupy not less than 75% of the total external surface area displayed on
- Must not be obliterated or severed when opened in the normal way
- Text in block letters and bold Arial typeface
- White text against black background
- 占用不少于显示总外表面积的75%
- 正常打开时字体不可被遮盖或呈现断句
- 字体为印刷体大写字母和Arial粗体字体
- 黑底白字

Warning header 警告标题

- Red text in block letters, Arial bold typeface and not less than 2mm in height
- Text to be the same size as warning statement
- 红色文字为印刷体大写字母，Arial粗体字体，高度不小于2毫米
- 字号应与警告声明相同



Bar code 条码

- Appear only once
- Rectangular
- Black or drab dark brown (Pantone 448C) bar code
- On a white background
- 只出现一次
- 长方形
- 黑色或深褐色 (Pantone 448C)条码
- 在白底上

External surface 外表面

- Drab dark brown (Pantone 448C)
- Matt finish
- 深褐色(Pantone 448C)
- 亚光饰面



QuitLine message 戒烟热线(QuitLine)讯息

- QuitLine logo to follow specifications in Regulations
- Rest of the text to be in white Arial bold typeface in a uniform font size of not less than 2.8mm
- The first letter of the words "You" and "Quit" and the word "CAN" to be capitalised
- QuitLine标志遵循法规中的规定
- 其余文字为白色Arial粗体字体，且统一字体大小不小于2.8毫米
- "You"和"Quit"两词的首字母和"CAN"一词大写

Manufacturer or import/wholesale licensee's details 制造商或进口/批发被许可人的详细信息

- Appear only once
- Arial typeface in cool gray (Pantone 2C), in a uniform font size of not more than 3.5mm
- 只出现一次
- 冷灰色(Pantone 2C)的Arial字体，统一字体大小不超过3.5毫米

Sales restriction information 销售限制信息

- White text in block letters, Arial typeface, not less than 2mm in height
- 印刷体大写字母白色文字为Arial字体，高度不少于2毫米

Tube format 烟管外形

- Cylindrical in shape, one or both ends tapers or rounded
- Opening to be at least 15mm in diameter
- No embellishments
- 圆柱形，一端或两端呈锥形或圆形
- 开口直径至少为15毫米
- 不加装饰

Cigar tube (rectangular) 雪茄管 (长方形)

Health information 健康信息

- Occupy the entire external surface area of the side of the retail package it is displayed on
- Text fills background
- Arial typeface in sentence case of a uniform font size of not less than 3.5mm
- Black text against yellow (Pantone 108C) background
- 占据其显示在零售包装侧面的整个外表面
- 文字填充背景
- Arial 字体, 首字母大写, 统一字体大小不小于3.5毫米
- 黄(Pantone 108C)底黑字

Warning statement 警告声明

- Displayed on two of the largest external surfaces
- Text in block letters, Arial bold typeface and not less than 2mm in height
- White text against black background
- 在两个最大的外表面上仅出现一次
- 文字为印刷体大写字母, Arial 粗体字体, 高度不少于2毫米
- 黑底白文字

Physical appearance 外观

- Rigid material
- Rectangular in shape and not less than 15mm in width
- 硬性材料
- 长方形且宽度不少于15毫米

QuitLine message 戒烟热线(QuitLine)讯息

- QuitLine logo to follow specifications in Regulations
- Rest of the text to be in white Arial bold typeface in a uniform font size of not less than 2.8mm
- The first letter of the words "You" and "Quit" and the word "CAN" to be capitalised
- QuitLine标志遵循法规中的规定
- 其余文字为白色Arial粗体字体, 且统一字体大小不小于2.8毫米
- "You"和"Quit"两词的首字母和"CAN"一词大写

External surface 外表面

- Drab dark brown (Pantone 448C)
- Matt finish
- 深褐色(Pantone 448C)
- 亚光饰面

Warning header 警告标题

- Red text in block letters, Arial bold typeface and not less than 2mm in height
- Text to be the same size as warning statement
- 红色文字为印刷体大写字母, Arial粗体字体, 高度不小于2毫米
- 字号应与警告声明相同

Brand & Variant name 品牌和变体名称

- Only appear once on external surface and located towards either end
- Arial typeface in cool gray (Pantone 2C)
- Uniform font size of not more than 5mm for 'Brand' and 3.5mm for 'Variant'
- Brand name no longer than 50mm and variant name no longer than 35mm in length
- 仅在外表面上出现一次并且位于任意一端
- 冷灰色(Pantone 2C)的Arial字体
- "品牌"的统一字体大小不超过5毫米, "变体名"的统一字体大小不超过3.5毫米
- 品牌名称长度不超过50毫米, 变体名称长度不超过35毫米

Sales restriction information 销售限制信息

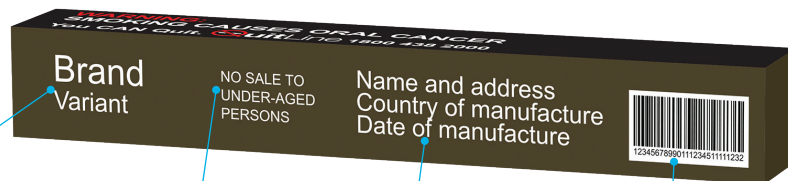
- White text in block letters. Arial typeface, not less than 2mm in height
- 印刷体大写字母白色文字为Arial字体, 高度不少于2毫米

Manufacturer or import/wholesale licensee's details 制造商或进口/批发被许可人的详细信息

- Appear only once
- Arial typeface in cool gray (Pantone 2C), in a uniform font size of not more than 3.5mm
- 只出现一次
- 冷灰色(Pantone 2C)的Arial字体, 统一字体大小不超过3.5毫米

Bar code 条码

- Appear only once
- Rectangular
- Black or drab dark brown (Pantone 448C) bar code
- On a white background
- 只出现一次
- 长方形
- 黑色或深褐色(Pantone 448C)条码
- 在白底上



Cigar stick 雪茄

Brand & Variant name 品牌和变体名称

- Positioned around the circumference
- Arial typeface in cool gray (Pantone 2C)
- Uniform font size of not more than 3.5mm
- 环绕边侧布局
- 冷灰色(Pantone 2C)的Arial字体
- 统一字体大小不超过3.5毫米

Country of manufacturer or import/wholesale licensee's details 制造商所在国家或进口/批发被许可人的详细信息

- Appear only once
- Arial typeface in sentence case and uniform font size of not more than 3.5mm
- Cool gray (Pantone 2C)
- 只出现一次
- Arial字体, 首字母大写, 统一字体大小不小于3.5毫米
- 冷灰色(Pantone 2C)颜色



Cigar band 雪茄标箍

- Drab dark brown (Pantone 448C)
- 深褐色(Pantone 448C)

Alphanumeric code for the purpose of manufacturing 用于制造的字母数字代码

- Arial typeface in sentence case and uniform font size of not more than 3.5mm
- Cool gray (Pantone 2C)
- Arial字体, 首字母大写, 统一字体大小不小于3.5毫米
- 冷灰色(Pantone 2C)

Note: If the supplier intends to cover a non-compliant cigar band with a standardised packaged cigar band:

注意: 如果供应商打算用标准化的包装雪茄标箍覆盖不合格的雪茄标箍:

- It must completely cover the non-compliant band(s) and 它必须完全覆盖不符合要求的雪茄标箍
- It must be fastened firmly to, and not easily removable from the non-compliant band 它必须牢固地固定在不合格的雪茄标箍上, 并且不容易从不合格的标箍上撕下
- The supply of branded cigars and/or branded cigar tubes placed into compliant standardised packaging cigar bags or other forms of compliant packaging is **not permitted**. 禁止供应不合规包装的品牌雪茄和/或品牌雪茄管或使用其它不合规包装。

Cigarillo tin 小型雪茄锡盒

Front View 正面

Warning header 警告标题

- Red text in block letters, Arial bold typeface and not less than 2mm in height
- Text to be the same size as warning statement
- 红色文字为印刷体大写字母，Arial粗体字体，高度不小于2毫米
- 字号应与警告声明相同

Health warning 健康警告

- Warning statement and image to occupy at least 75% of the total external surface area it is displayed on
- Image fills at least 50% of the total surface area of the health warning
- Image must not appear distorted
- 警告声明和图像至少占据其显示表面积的75%
- 图像至少占健康警告表面积的50%
- 图像不得失真

Sales restriction information 销售限制信息

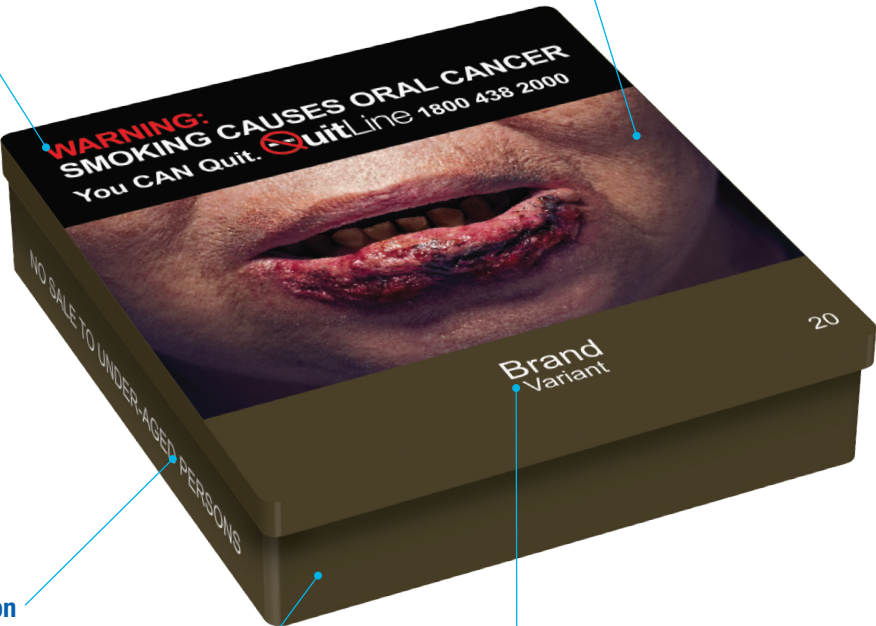
- White text in block letters, Arial typeface, not less than 2mm in height
- 印刷体大写字母白色文字为Arial字体，高度不少于2毫米

External surface 外表面

- Matt finish
- Drab dark brown (Pantone 448C)
- 亚光饰面
- 深褐色 (Pantone 448C)

Brand & Variant name 品牌和变体名称

- Only appear once on the largest external surface and any two other external surfaces
- Arial typeface in cool gray (Pantone 2C)
- Uniform font size of not more than 5mm for 'Brand' and 3.5mm for 'Variant'
- Brand name no longer than 50mm and variant name no longer than 35mm in length
- 在最大的外表面上只出现一次和任何其他两个外表面上出现一次
- 冷灰色(Pantone 2C)的Arial字体
- “品牌”的统一字体大小不超过5毫米，“变体名”的统一字体大小不超过3.5毫米
- 品牌名称长度不超过50毫米，变体名称长度不超过35毫米



Cigarillo tin 小型雪茄锡盒

Back View 背面

QuitLine message 戒烟热线(QuitLine)讯息

- QuitLine logo to follow specifications in Regulations
- Rest of the text to be in white Arial bold typeface in a uniform font size of not less than 2.8mm
- The first letter of the words “You” and “Quit” and the word ‘CAN’ to be capitalised
- QuitLine标志遵循法规中的规定
- 其余文字为白色Arial粗体字体，且统一字体大小不小于2.8毫米
- “You”和“Quit”两词的首字母和“CAN”一词大写

Warning statement 警告声明

- Text in block letters, Arial bold typeface and not less than 2mm in height
- White text against black background
- 文字为印刷体大写字母，Arial粗体字体，高度不少于2毫米
- 黑底白文字

Bar code 条码

- Appear only once
- Rectangular
- Black or drab dark brown (Pantone 448C) bar code
- On a white background
- 只出现一次
- 长方形
- 黑色或深褐色(Pantone 448C)条码
- 在白底上

Manufacturer or import/wholesale licensee's details 制造商或进口/批发被许可人的详细信息

- Appear only once
- Arial typeface in cool gray (Pantone 2C), in a uniform font size of not more than 3.5mm
- 只出现一次
- 冷灰色(Pantone 2C)的Arial字体，统一字体大小不超过3.5毫米

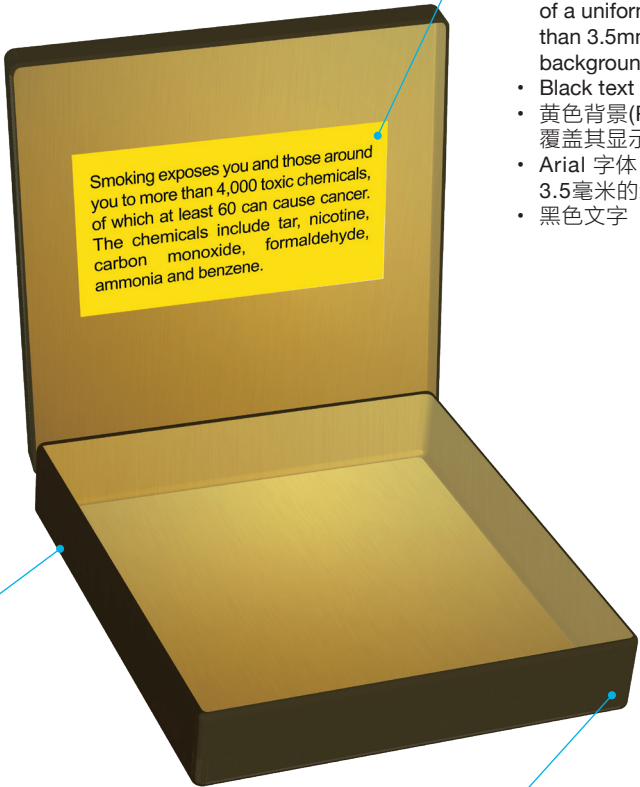
Measurement mark 测量标记

- Can appear only on the same external surface where the brand name appears
- Can only appear twice
- Arial typeface in cool gray (Pantone 2C), in a uniform font size of not more than 3.5mm
- 只能出现在与品牌名称相同的外表面上
- 只能出现两次
- 冷灰色(Pantone 2C)的Arial字体，统一字体大小不超过3.5毫米



Cigarillo tin 小型雪茄锡盒

Inner Surface View 内表面



Tin format 形式

- No embellishments
- Flat and smooth
- Made of rigid material
- Matt finish
- Internal surface must be white or if made of metal or wood, then the colour of metal or wood used
- 不加装饰
- 平坦光滑
- 由硬性材料制成
- 亚光饰面
- 内表面必须是白色，或者如果是金属或木头制成，则呈现金属或木头的颜色

Health information 健康信息

- Yellow Background (Pantone 108C) to cover at least 50% of the inside surface area it is displayed on
- Arial typeface in sentence case of a uniform font size of not less than 3.5mm, text to fill background
- Black text
- 黄色背景(Pantone 108C)至少覆盖其显示内表面的50%
- Arial 字体，大小写，并不小于3.5毫米的统一字体来填充背景
- 黑色文字

Tin format 形式

- If made of material other than cardboard, may have one or more rounded edges which does not exceed 6mm in width
- 如果使用纸板以外的材料制成，则可有一个或多个圆形边缘，边缘宽度不超过6毫米

Beedies (small retail packaging) 比迪烟 (小型零售包装)

Warning header 警告标题

- Red text in block letters, Arial bold typeface and not less than 2mm in height
- Text to be the same size as warning statement
- 红色文字为印刷体大写字母，Arial粗体字体，高度不小于2毫米
- 字号应与警告声明相同



Sales restriction information 销售限制信息

- White text in block letters. Arial typeface, not less than 2 mm in height
- 印刷体大写字母白色文字为Arial字体，高度不少于2毫米

Warning statement 警告声明

- Must cover at least 75% of the total area of the surface of the retail package on which the warning is displayed on
- Must not be obliterated, obscured or severed when opened or closed in the normal way
- Text in block letters, Arial bold typeface and not less than 2mm in height
- White text against black background
- 必须至少覆盖显示警告的零售包装表面的75%
- 正常打开或合上时，字体不可被遮盖、遮挡或呈现断句
- 文字为印刷体大写字母，Arial粗体字体，高度不少于2毫米
- 黑底白文字

Packaging format 包装形式

- No embellishments
- 不加装饰

QuitLine message 戒烟热线(QuitLine)讯息

- QuitLine logo to follow specifications in Regulations
- Rest of the text to be in white Arial bold typeface in a uniform font size of not less than 2.8mm
- The first letter of the words "You" and "Quit" and the word 'CAN' to be capitalised
- QuitLine标志遵循法规中的规定
- 其余文字为白色Arial粗体字体，且统一字体大小不小于2.8毫米
- "You"和"Quit"两词的首字母和"CAN"一词大写

Note: Small retail packages (with an external surface area not exceeding 9,000 square millimetres) may only be used as a retail package for beedies
注意: 小型零售包装 (外部表面积不超过9000平方毫米) 只能用作比迪的零售包装

Manufacturer or import/wholesale licensee's details 制造商或进口/批发被许可人的详细信息

- Appear only once
- Arial typeface in cool gray (Pantone 2C), in a uniform font size of not more than 3.5mm
- 只出现一次
- 冷灰色(Pantone 2C)的Arial字体，统一字体大小不超过3.5毫米

Brand & Variant name 品牌和变体名

- Only once on largest external surface
- Arial typeface in cool gray (Pantone 2C)
- Uniform font size of not more than 5mm for 'Brand' and 3.5mm for 'Variant'
- Brand name no longer than 50mm and variant name no longer than 35mm in length
- 在最大的外表面上只出现一次
- 冷灰色(Pantone2C)的Arial字体
- “品牌”的统一字体大小不超过5毫米，“变体名”的统一字体大小不超过3.5毫米
- 品牌名称长度不超过50毫米，变体名称长度不超过35毫米



Packaging/inner surface 包装/内表面

- Drab dark brown (Pantone 448C)
- Matt finish
- Inner surface to be white
- 深褐色(Pantone 448C)
- 亚光饰面
- 内表面为白色

Bar code 条码

- Appear only once
- Rectangular
- Black or drab dark brown (Pantone 448C) bar code
- On a white background
- 只出现一次
- 长方形
- 黑色或深褐色(Pantone 448C)条码
- 在白底上

Measurement mark 测量标记

- Can appear only on the same external surface where the brand name appears
- Appear only once
- Arial typeface in cool gray (Pantone 2C), in a uniform font size of not more than 3.5mm
- 只能出现在与品牌名称相同的外表面上
- 只出现一次
- 冷灰色(Pantone 2C)的Arial字体，统一字体大小不超过3.5毫米

10. Key general requirements for all tobacco retail packaging

Internal/external surfaces
The external surface of a retail package of any tobacco product must be in the colour Pantone 448C.

The internal surface of a retail package of any tobacco product must be in white OR if the packaging is made of metal or wood, it may be the colour of the metal or wood in its natural state.

Stickers/adhesive label
Unless permitted or required, the use of stickers, adhesive labels or other attachments on internal or external surfaces of retail packages is not permitted.

For non-cigarette tobacco packaging, stickers or adhesive labels are permitted where printing is not possible for permitted marks, health warnings, health information and the sales restriction information.

Overstickering
Not permitted for the packaging of cigarette products.

Only allowed when used to cover the external surfaces of non-cigarette product packaging made out of wood if printing the external surface in the colour Pantone 448C is not possible.

Wrappers
A wrapper can be used to cover the retail package of a tobacco product or two or more retail packages of any tobacco product.

The wrapper must be transparent and not coloured. In addition, it must not bear any mark, decorative feature or any embellishment.

Inserts
A retail package of cigarettes must not contain an insert.

Retail packaging of other tobacco products may contain an insert if it is used to protect the tobacco product during transport or storage. The insert must be Pantone 448C, white or the colour of wood or metal in its natural state (if the insert is made of wood or metal).

10. 所有烟草零售包装的主要常规要求

内/外表面

任何烟草产品零售包装的外表面的颜色必须为Pantone 448C。

任何烟草制品零售包装的内表面必须为白色，或者，如果包装是由金属或木质制成的，则可以其其自然状态下金属或木质的颜色。

贴纸/胶粘标签

香烟包装或纸盒不允许使用贴纸或胶粘标签。

对于非香烟烟草包装，允许在无法打印许可标记、健康警告、健康信息和销售限制信息的地方使用贴纸或胶粘标签。

过度粘贴

禁止用于香烟产品的包装。

如果无法以Pantone 448C在外表面打印，则仅当用于覆盖由木头制成的非香烟产品包装的外部表面时才允许使用。

包装纸

包装纸可用于覆盖烟草制品的零售包装或任何烟草制品的两个或多个零售包装。

包装纸必须透明且无颜色。此外，它不得带有任何标记、装饰性特征或任何装饰。

内衬

零售香烟包装中不得包含内衬。

如果其他烟草产品的零售包装是为了在存储过程中保护烟草产品，则可以包含内衬。内衬必须为Pantone 448C、白色或呈自然状态的木头或金属色（如果内衬是由木头或金属制成）。

11. Retail packaging for other tobacco products

Non-cigarette tobacco products (including cigars and beedies) may be sold in other types of retail packaging that is compliant with the Act and Regulations.

The general requirements for tobacco retail packaging would apply to these types of packaging and must meet the following requirements:

- The largest dimension of the packaging must be at least 85mm;
- The second largest dimension of the packaging must be at least 55mm.

Compliant standardised retail packaging may include (but are not limited to):

- Standardised rectangular cardboard boxes (e.g. for cigars sold as set);
- Standardised plastic bags (e.g. for loose tobacco or single stick cigars);
- Standardised tins (e.g. for cigarillos and pipe tobacco); and
- Standardised pouches (e.g. for roll-your-own tobacco products)

11. 其他烟草制品的零售包装

非香烟烟草产品（包括雪茄和比迪烟）可以在符合该法令和法规的其他类型的零售包装中出售。

烟草零售包装的常规要求将适用于这些类型的包装，并且必须符合以下要求：

- 包装的最大尺寸必须至少为85毫米；
- 包装的第二大尺寸必须至少为55毫米；并

符合标准的零售包装可能包括（但不限于）：

- 标准化的长方形纸盒（例如，用于雪茄的成条销售）；
- 标准化的塑料袋（例如，散装烟草或单支雪茄）；
- 标准化锡盒（例如，用于小型雪茄和烟斗烟）；和
- 标准化烟袋（例如，用于自己卷制的烟草产品）

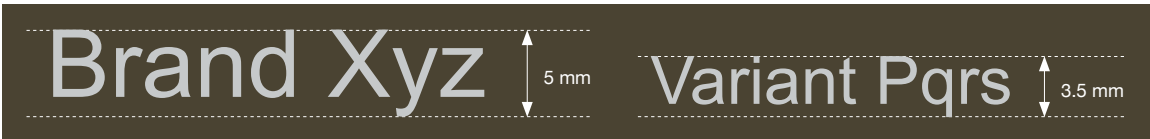
12. Permitted marks

All marks on retail packaging will be prohibited except for the following:

- Brand name
- Variant name, if any
- Not more than 2 measurement marks (e.g. Number of sticks, weight of products)
- Name and address of manufacturer OR importer/wholesale licensee
- Country of manufacture
- Date of manufacture
- A bar code
- One or more unique identification marks (UIM)

With the exception of the bar code and non-alpha-numeric components of the UIM, the permitted marks must be printed in Arial typeface in a normal weighted font (i.e. not bold, italicised, or underlined), in cool gray (Pantone 2C), and in uniform font sizes of:

- Not more than 5mm for brand name; and
- Not more than 3.5mm for all other marks



For cigarettes packaging

The brand and variant names can appear only once on the top, bottom, and front of the external surface of the retail packaging.

For cigarette cartons

The brand and variant names can appear only once on the front and 2 smallest surfaces of the external surface of the retail packaging.

For cigar tubes

Appear only once on the external surface.

For small retail package for beedies

Appear only once on the largest external surface.

For other types of retail packaging

If the retail packaging has more than 2 external surfaces, the brand and variant names can appear only once on one largest external surface and up to 2 other external surfaces.

For packages with only 2 external surfaces, the brand and variant names can only appear once on each of the surfaces.

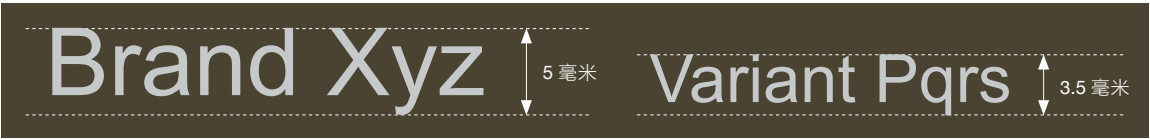
12. 许可标记

除以下内容外，零售包装上的所有标记均将被禁止：

- 品牌名称
- 变体名称（如果有）
- 不超过两个测量标记（例如，支数、产品重量）
- 制造商或进口商/批发商的名称和地址
- 生产国
- 生产日期
- 条码
- 一个或多个唯一识别标记(UIM)

除UIM的条形码和非字母数字部分外，被许可的标记必须使用Arial字体，正常加权字体（即，非粗体、斜体或带下划线），印刷颜色为冷灰色(Pantone 2C)和统一的字体大小如下：

- 品牌名称不得超过5毫米；和
- 所有其他标记不得超过3.5毫米



用于香烟包装

品牌名称和变体名称只能在零售包装外表面的顶部，底部和正面出现一次。

用于香烟纸盒

品牌名称和变体名称只能在零售包装的外表面的正面和两个最小面上出现一次。

用于雪茄管

品牌名称和变体名称仅在外表面出现一次。

用于比迪烟的小型零售包装

品牌名称和变体名称仅在最大的外部表面上出现一次。

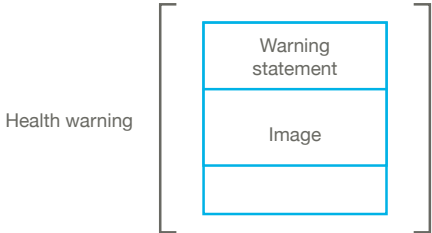
其他类型的零售包装

如果零售包装有超过两个外表面，则品牌名称和变体名称只能在最大的外表面上出现一次，并最多在其他两个外表面上出现一次。

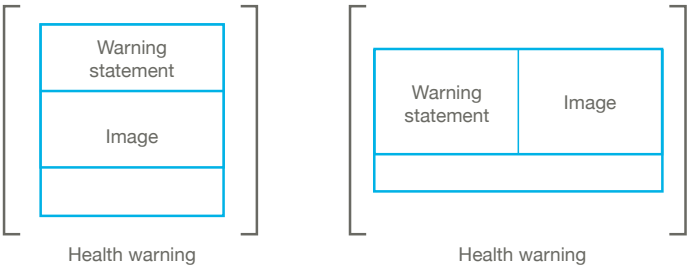
对于只有两个外表面的包装，品牌名称和变体名称只能在每个表面上出现一次。

13. Health warnings

Cigarette packs must display one of the health warnings in Part 1 of the Second Schedule in the following orientation:



The retail packaging of other tobacco products (except cigarette packs, cigar tubes and beedies), must display one of the health warnings in Part 1 or Part 2 of the Second Schedule in the following orientation:



Cigar tubes and small retail packages of beedies must display one the health warnings in Part 3 of the Second Schedule.

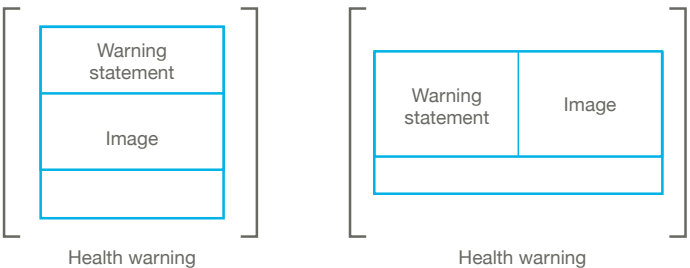
The health warning must occupy not less than 75% of the total area of the external surface of the retail package on which it is displayed.

13. 健康警告

烟盒必须按照以下方向显示附表2第1部分中的健康警告之一：



其他烟草制品的零售包装（香烟包装、雪茄管和比迪烟除外）必须按照以下方向显示附表2第1部分或第2部分中的健康警告之一：



健康警告必须占据显示该警告的零售包装外表面总面积的75%以上。

14. Health information message & sales restriction message

The following health information message:

“Smoking exposes you and those around you to more than 4,000 toxic chemicals, of which at least 60 can cause cancer. The chemicals include tar, nicotine, carbon monoxide, formaldehyde, ammonia and benzene.”

Must be displayed on all retail packaging except for:

- a) a small retail package of beedies;
- b) a cylindrical cigar tube; or
- c) a retail package with only 2 external surface and does not have a closing flap

In Arial typeface, in black colour and in sentence case of a uniform font size of not less than 3.5mm.



The sales restriction message must be displayed on every type of retail tobacco package.

“NO SALE TO UNDER-AGED PERSONS”

In Arial typeface, in white colour and block letters of not less than 2mm in height.



The health information and sales restriction message must be printed on the retail packaging for cigarettes.

On retail packaging of non-cigarette tobacco products, the health information and sales restriction message may be printed on the retail packaging OR where printing on the package is not possible, printed on an adhesive label which can be affixed to the package.

14. 健康信息和销售限制信息

以下为健康信息：

“Smoking exposes you and those around you to more than 4,000 toxic chemicals, of which at least 60 can cause cancer. The chemicals include tar, nicotine, carbon monoxide, formaldehyde, ammonia and benzene.”

必须在所有零售包装上展示,以下包装除外：

- a) 比迪烟的小型零售包装；
- b) 圆柱形雪茄管；或
- c) 只有两个外表面，没有封闭盖的零售包装

并以首字母大写的黑色Arial字体，和不少于3.5毫米的统一字体呈现。



销售限制信息必须显示在每种零售烟草包装上。

“NO SALE TO UNDER-AGED PERSONS”

并以白色Arial字体，和不少于2毫米高的印刷体大写字母呈现。



健康信息和销售限制信息必须印在香烟的零售包装上。

在非香烟产品的零售包装上，健康信息和销售限制信息可以印在零售包装上，或当不可能在包装上印刷时，则可印在可以粘贴到包装上的胶粘标签上。

15. Penalties

Any person, including suppliers and retailers, who contravenes the requirements imposed under the Tobacco (Control of Advertisements and Sale)(Appearance, Packaging and Labelling) Regulations 2019 shall be guilty of an offence and shall be liable on conviction to a fine not exceeding \$10,000 or to imprisonment for a term not exceeding 6 months or to both and, in the case of a second or subsequent conviction, to a fine not exceeding \$20,000 or to imprisonment for a term not exceeding 12 months or to both.

15. 刑罚

任何人（包括供应商和零售商）若违反《2019年烟草（广告及销售控制）（外观，包装及标签）规例》所施加的规定，即属犯罪。一经定罪，可处罚款不超过10,000元或监禁不超过6个月，或两者兼施，如属重犯并遭定罪，可处罚款不超过20,000元或监禁不超过12个月，或两者兼施。

FEEDBACK AND ENQUIRIES

For operational enquiries, you may email Health Sciences Authority at hsa_trb@hsa.gov.sg
For policy feedback, you may email Health Promotion Boards at hpb_mailbox@hpb.gov.sg

反馈与资讯

关于经营方面的咨询，您可发送电邮至卫生科局查询: hsa_trb@hsa.gov.sg
想对政策提出反馈，您可发送电邮至保健促进局: hpb_mailbox@hpb.gov.sg