



Australian Government

Department of Health, Disability and Ageing

# GUIDE TO TOBACCO PACKAGING REQUIREMENTS



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## DISCLAIMER

All manufacturers, packagers, suppliers and retailers (including importers and wholesalers) of tobacco and e-cigarette products should ensure they understand all of the requirements in the *Public Health (Tobacco and Other Products) Act 2023* and Public Health (Tobacco and Other Products) Regulations 2024.

This guide does not itemise all of the requirements under the Public Health (Tobacco and Other Products) legislation. The requirements that are not itemised in this guide are not any less important or significant than those that are displayed.

The guide does not provide legal advice and is not to be relied upon as a source of legal advice. It is provided for general information and as such any person reading this guide should rely upon their own judgement and make their own inquiries seeking relevant professional advice.

There are additional requirements under the Commonwealth Public Health (Tobacco and Other Products) legislation for tobacco products and packaging. Anyone who possesses, manufactures, packages, purchases, sells or supplies (including import, wholesale and retail), tobacco products or tobacco product accessories in Australia, must ensure they comply with these requirements. There are some limited exceptions for personal use or export out of Australia of tobacco products and tobacco accessories.

Nothing in this guide should be taken in any way to replace the provisions of the *Public Health (Tobacco and Other Products) Act 2023* and Public Health (Tobacco and Other Products) Regulations 2024.

The Department of Health, Disability and Ageing (the department) does not certify compliance with any tobacco legislation. The department does not undertake a review or approval scheme for tobacco packaging and the associated health warnings, tobacco product safety, tobacco advertising, or any other tobacco legislation issues.

For complete requirements refer to the legislation available at <http://www.legislation.gov.au>.

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# Introduction

## Purpose of the guide

The Australian Government Department of Health, Disability and Ageing (the **department**) has produced this guide to help the public understand the Commonwealth's *Public Health (Tobacco and Other Products) Act 2023* (the **Act**) and the *Public Health (Tobacco and Other Products) Regulations 2024* (the **Regulations**), specifically the requirements for tobacco packaging. This guide is not intended to comprehensively cover tobacco packaging requirements. The images in this guide are an example of how the tobacco packaging may look.

This guide does not contain all of the tobacco product requirements, or the requirements relating to health warnings, health promotion inserts (**HPIs**) or advertising and sponsorship. Other guides available include:

- [Guide to Tobacco Product Requirements](#)
- [Guide to Health Warnings](#)
- [Guide to Health Promotion Inserts](#)
- [Guide to Advertising and Sponsorship Prohibitions](#)
- [Guide to Online Point-of-Sale Advertising Requirements](#)

All of these resources are available from [www.health.gov.au](http://www.health.gov.au).

You are encouraged to download an up-to-date version of the Act and Regulations from the Federal Register of legislation website ([www.legislation.gov.au](http://www.legislation.gov.au)).

### **Definitions**

**'Public Health (Tobacco and Other Products) legislation'** means the *Public Health (Tobacco and Other Products) Act 2023* and the *Public Health (Tobacco and Other Products) Regulations 2024*.

**'Tobacco product'** means the following designed or intended for human consumption or use:

- (a) processed tobacco in any form;
- (b) a product that contains tobacco as an ingredient.

**'Container'** includes (without limitation) any pack, carton, box, tin, packet, bag, pouch, tube or other container.

**'Cigar tube'** means a tube for packaging a single cigar.

**'Cigarette pack'** means any container for retail sale in which cigarettes are directly placed.

**'Cigarette carton'** means any container for retail sale that contains smaller containers in which cigarettes are directly placed.

**'Pouch'** means primary packaging of a tobacco product that:

- (a) is made from flexible material; and
- (b) takes the form of a rectangular pocket with a flap that covers the opening.

*The definitions used in the Public Health (Tobacco and Other Products) legislation can be viewed in section 8 of the Act, and section 5 of the Regulations. The above definitions are provided to assist in understanding this guide.*

# Requirements for tobacco products

The Public Health (Tobacco and Other Products) legislation contains requirements for tobacco product packaging, including, but not limited to:

- a requirement that the outer surfaces of retail packaging are coloured drab dark brown (Pantone 448C) in a matt finish
- standardised retail packaging for certain kinds of tobacco products, being cigarettes, cigarette cartons, filtered and little cigars and loose processed tobacco
- a requirement to display health warnings on the outer surfaces of retail packaging<sup>1</sup>
- a requirement for inclusion of on-product health messages on cigarettes that contain a filter<sup>2</sup>
- a requirement to include health promotion inserts in the retail packaging<sup>3</sup>
- restrictions on the marks permitted to appear on retail packaging, including brand and variant names, which must appear in a standard colour, position, font size and style
- restrictions on the size, packaging format and materials used in retail packaging
- restrictions on the use of inserts and onsets, other than those required to be included.

From 1 July 2025<sup>4</sup>, all tobacco products and retail packaging must comply with the requirements in the Public Health (Tobacco and Other Products) legislation.

## Standardised mass, volume or number of units in retail packaging

The Public Health (Tobacco and Other Products) legislation requires the mass, volume or number of units in retail packaging to be standardised so that each retail package of tobacco products contains the same nominal quantity as outlined in the table below. This requirement does not apply to shisha tobacco products.

### The retail packaging of tobacco products:

Cigarette packs	Cigarette cartons	Filtered and little cigars*	Loose processed tobacco**
<b>Must</b> contain 20 cigarettes. <b>Must not</b> include any tobacco product accessories.	<b>Must</b> contain 10 cigarette packs. <b>Must not</b> include any tobacco product accessories.	<b>Must</b> contain 20 cigars. <b>Must not</b> include any tobacco product accessories.	<b>Must</b> contain 30 grams of loose processed tobacco. <b>Must not</b> include any tobacco product accessories.

\* Little cigar means a cigar no more than 10mm in diameter and 1.4 grams in mass (excluding any mouthpiece).

\*\* Loose processed tobacco includes pipe tobacco.

1 For further information on the health warning requirements, see [Guide to Health Warnings](#).

2 For further information on requirements for tobacco products, see [Guide to tobacco product requirements](#).

3 For further information on the requirement to display health promotion inserts, see [Guide to Health Promotion Inserts](#).

4 For more information on transition periods, see [Transition Periods Fact Sheet](#).

Physical requirements – all retail packaging

To ensure that tobacco products are not packaged in a way that makes one tobacco product more appealing than another, there are requirements to ensure packaging is of a standard appearance. These requirements place restrictions on the physical packaging’s construction, its colours, and the appearance of mandated health warnings.

The requirements also specify the format in which information about the product is printed on the pack, such as the brand and variant, or the details of the Australian business responsible for the manufacture, and other mandatory and permitted markings.

Physical requirements

All retail packaging **must**:

- be free from embellishments of any sort, including (but not limited to) decorative ridges, etching, embossing, debossing or bulges
- only use glues or other adhesives that are transparent and not coloured
- not have a cut-out area or window that enables the contents of the packaging to be visible from outside
- not contain any voids, spacers, fillers or inserts (other than those permitted or required by the Regulations)
- not include any features designed or intended to change the packaging after retail sale<sup>5</sup>
- not make a noise or contain or produce a smell
- not display any terms that are prohibited under the Public Health (Tobacco and Other Products) legislation.

The primary packaging<sup>6</sup> of non-cigarette tobacco products **may** include a means for resealing the packaging (such as a tab or press seal) that complies with the requirements in the Regulations.

Colour requirements

The inner and outer surfaces of all primary and secondary packaging **must**:

All outer surfaces*	All inner surfaces
Be coloured <b>Pantone 448C</b> – a drab dark brown. Have a matt finish.	Be coloured Pantone 448C <b>or</b> white. <b>For packaging that is made of metal or wood:</b> Be the natural colour of the metal or wood.** Have a matt finish.

\* Except for the health warnings, mandatory markings, and other markings on the packaging permitted by the Regulations. This includes any adhesive labels attached to the packaging in accordance with the Regulations.  
\*\* Except for a cigarette pack or cigarette carton which **must** be made of rigid cardboard.

5 For example, heat activated inks, inks or embellishments designed or intended to appear gradually over time, inks that appear fluorescent in certain light, panels designed or intended to be scratched or rubbed to reveal an image or text, removable tabs and fold-out panels.  
6 Primary packaging means the container for retail sale in which the tobacco product is directly placed. Examples of primary packaging include cigarette packs and roll-your-own tobacco pouches.

## Linings

The linings (if any) used in the primary packaging of a tobacco product **must not**:

- be textured, **unless**: this is necessary for the automated manufacture of the packaging or placing tobacco products in the packaging
- form a pattern, symbol or design or represent, or be suggestive of, the brand name or variant name of the tobacco product
- be capable of being removed from the retail packaging without being damaged.

## Wrappers

The plastic or other wrappers that form part of the retail packaging for tobacco products:

- **must** be transparent and free from colours, marks, textures or embellishments
- *if a plastic or other wrapper covers more than one item of primary packaging* – **may** be marked with a solid black rectangle to conceal the bar code on each item covered by the wrapper
- **may** include one tear strip that complies with the requirements in the Regulations.

**Note:** Single sale cigars, with or without wrappers, **must** be packaged into compliant retail packaging (such as a cigar bag or cigar tube) prior to selling, offering for sale or otherwise supplying the product.

The supply of branded cigars and/or branded cigar tubes placed into compliant cigar bags, cigar tube or other compliant packaging is **not** permitted.



### Note

Any tear strip:

- must be either entirely black or entirely transparent and not coloured.
- must form a single continuous straight line of constant width not wider than 3mm around circumference.
- if a transparent tear strip, may include a single solid black line not more than 15mm long indicating where the tear strip begins.

**Figure 1:** Image of cigar with cigar band in wrapper

Marking requirements

There are specific requirements under the Public Health (Tobacco and Other Products) legislation for mandatory and permitted markings on the retail packaging of tobacco products.

Mandatory markings

Brand names and variant names

The Public Health (Tobacco and Other Products) legislation prescribes requirements for the appearance of brand names or variant names on the retail packaging of tobacco products.

Any brand name or variant name that appears on retail packaging:

- **must not** be or include a prohibited term<sup>7</sup>
- **must** appear across one line only
- **must** comply with the orientation and location requirements prescribed by the Regulations
- **must** be printed:
  - in the typeface Lucida Sans, with only the first letter in each word capitalised
  - in a normal weighted regular font and in the colour known as Pantone Cool Gray 2C
  - using the following dimensions:

Brand name	Variant name
4mm in height	3mm in height
up to 50mm in width	up to 35mm in width

<sup>7</sup> For further guidance on what constitutes a prohibited term, refer to the *Public Health (Tobacco and Other Products) Act 2023*, Chapter 3.

### Fire risk statement

All cigarettes manufactured or imported into Australia are subject to the mandatory standard for reduced fire risk cigarettes. A reduced fire risk cigarette is a cigarette that slows down the rate at which a cigarette burns. The fire risk statement is a statement that declares compliance with that mandatory standard.

All cigarette packs and cigarette cartons **must** display the following fire risk statement in accordance with the Public Health (Tobacco and Other Products) legislation:

**AUSTRALIAN FIRE RISK STANDARD COMPLIANT. USE CARE IN DISPOSAL.**

The wrappers used to cover cigarette packs and cigarette cartons may also display a fire risk statement.

The fire risk statement **must** comply with the text and colour requirements prescribed in the Regulations and:

Cigarette packs	Cigarette cartons	Wrappers
<p><b>must</b> be placed beneath the health warning displayed on the back outer surface of the pack.</p> <p><b>may</b> be printed on an adhesive label that is attached firmly to the pack and the adhesive label is the colour known as Pantone 448C.</p>	<p><b>must</b> be placed on the back outer surface of the carton.</p> <p><b>may</b> be printed on an adhesive label that is attached firmly to the carton and the adhesive label is the colour known as Pantone 448C.</p>	<p><b>may</b> appear on a wrapper that covers one or more cigarette packs.</p> <p>if printed on the wrapper, it <b>must</b> be printed in white on a black rectangular background.</p> <p><b>may</b> be printed on an adhesive label that is attached firmly to the wrapping and has a background that is black, white or grey.</p>

Other

The primary packaging of all tobacco products (other than single cigars):

- **must** state the product’s country of origin using the format ‘Made in [Country]’
- **must** display an alphanumeric code representing the date on which the product was packaged
- **must** be marked with a statement of the measurement of the product
- **must** be marked with a trade description
- **must** display a rectangular bar code
- **must** display the name<sup>8</sup> and address<sup>9</sup> of the entity in Australia who packaged the product (or on whose behalf it was packaged)
- **must** display an Australian telephone number for the entity in Australia who packaged the product (or on whose behalf it was packaged).

The secondary packaging of all tobacco products (other than single cigars):

- **may** be marked with a country of origin statement
- **must** be marked with a measurement mark
- **must** be marked with a trade description
- **may** display a rectangular bar code
- **must** display the name and address of the entity in Australia who packaged the product (or on whose behalf it was packaged)
- **may** display an Australian telephone number for the entity in Australia who packaged the product (or on whose behalf it was packaged).

Country of origin statement / Manufacturer’s date mark

The primary packaging of a tobacco product **must** state the product’s country of origin, specifically using the ‘Made in [Country]’ format. ‘Product of [Country]’ or other descriptors of the product are not permitted to be used. For example, ‘Made in Cuba’ is permitted, ‘Product of Cuba’, or ‘Made in Cuba from premium tobacco’ are not permitted.

The secondary packaging of a tobacco product **may** include a country of origin statement.

The country of origin statement and manufacturer’s date mark displayed on retail packaging **must** comply with the size, printing and orientation requirements prescribed in the Regulations and:

Cigarette packs and cartons	Other retail packaging
<b>must</b> appear only once on the retail packaging. <b>must not</b> appear on the same side outer surface as the health warning.	<b>must</b> appear only once on the retail packaging.

8 ‘Name’ refers to either the registered business name or registered company name of the entity.

9 ‘Address’ refers to the address of the entity’s principal place of business in Australia.

The primary packaging of a tobacco product **must** indicate the date on which the product was packaged by using an alphanumeric code in the specified format. The format requires a 2 character code where the letter represents the month of packaging ('A' represents January, 'B' represents February, etc.) and the number represents a year of packaging ('0' represents a year ending in 0, '1' represents a year ending in 1, etc.).

For example, April 2025 is represented by the manufacturer's date mark 'D5'. Additional digits, such as 'D25' to represent April 2025 are not permitted.

### Measurement marks / Trade descriptions

A 'measurement mark' is the marking that states the measurement of the goods in package, such as the weight, volume, or number of products, i.e. 30 grams, or 20 units.

Before measurement marks are applied to packaging, consideration of the requirements of the *National Measurement Act 1960* and the *National Trade Measurement Regulations 2009* should be completed. For more information on the use of measurement marks, contact the National Measurement Institute's Trade Measurement Services helpline on 1300 686 664, or [infotm@measurement.gov.au](mailto:infotm@measurement.gov.au).

A trade description is a description or statement that provides a true description of the goods within the package, such as 'cigarettes' or 'rolling tobacco'.

The primary and secondary packaging of a tobacco product **must** include the measurement mark and trade description.

The measurement marks and trade descriptions required to be displayed on retail packaging **must** comply with the size, printing and orientation requirements prescribed in the Regulations and:

Cigarette packs and cartons	Other tobacco products	Wrappers that cover more than one item of primary packaging
<p><i>for measurement marks</i> – <b>must</b> appear once on the front outer surface of the pack or carton and <b>may</b> appear once on either the top or the bottom outer surfaces of the pack or carton.</p> <p><i>for trade descriptions</i> – <b>must</b> appear once on the side outer surface of the pack or carton on which a health warning is not displayed.</p>	<p><i>for measurement marks</i> – <b>must</b> appear once on an outer surface of the packaging and <b>may</b> appear on no more than 2 outer surfaces.</p> <p><i>for trade descriptions</i> – <b>must</b> appear once on an outer surface of the packaging.</p>	<p><b>may</b> be included on the wrapper and if so, <b>must</b> be printed in white on a black rectangular background.</p>

## Bar code

A bar code is a mark containing information about a product in the form of a series of numbers and bars of varying thickness designed to be read by an optical scanner. A QR code is not a bar code and is not a permitted mark. The bar code must not form a symbol or design or represent or be suggestive of the brand name or variant name (if any) of the tobacco product.

The primary packaging of a tobacco product **must** display a bar code. The secondary packaging of a tobacco product **may** display a bar code.

The bar code displayed on retail packaging **must** comply with the shape, colour and design requirements prescribed in the Regulations and:

Cigarette packs and cartons	Other tobacco products	Wrappers covering more than one item of primary packaging
<b>must</b> appear only once on the packaging. <b>must not</b> appear on the same side outer surface as the health warning.	<b>must</b> appear only once on the packaging.	<b>may</b> be included on the wrapper and if so, <b>must</b> appear only once on the packaging. <b>may</b> be included on an adhesive label attached firmly to the wrapper or be printed on the wrapper.

## Name and address

The primary and secondary packaging of a tobacco product **must** display the name and address of the entity in Australia who packaged the product or on whose behalf it was packaged.

The name of the entity in Australia who packaged the product, or on whose behalf it was packaged **must** be the business name in which the entity is registered under the *Business Name Registration Act 2011*, or the company name registered under the *Corporations Act 2001*.

The address of the entity in Australia who packaged the product, or on whose behalf it was packaged **must** be the entity's principal place of business, as registered to the entity under the *Business Name Registration Act 2011*, **or** under the *Corporations Act 2001*. The name and address required to be displayed on retail packaging **must** comply with the printing requirements prescribed in the Regulations and:

Cigarette packs and cartons	Other tobacco products
<b>must</b> appear on only one side outer surface of the pack or carton, and only once on that surface. <b>must not</b> appear on the same side outer surface as the health warning.	<b>must</b> appear on only one outer surface of the retail packaging, and only once on that surface.

The requirements in the Public Health (Tobacco and Other Products) legislation apply in addition to any requirements of Regulation 4.7 of the National Trade Measurement Regulations 2009.

### Consumer contact telephone number

The primary packaging of a tobacco product **must** display the consumer contact telephone number for the entity in Australia who packaged the product or on whose behalf it was packaged. The secondary packaging of the tobacco product **may** display such a consumer contact telephone number.

The consumer contact number displayed on retail packaging **must** comply with the printing and design requirements prescribed in the Regulations and:

Cigarette packs	Retail packaging of other tobacco products
<b>must</b> be an Australian telephone number that is in service.	<b>must</b> be an Australian telephone number that is in service.
<b>must</b> appear only once on the packaging.	<b>must</b> appear only once on the packaging.
<b>must</b> consist of numerals or any combination of numerals, hyphens and brackets.	<b>must</b> consist of numerals or any combination of numerals, hyphens and brackets.
<b>must</b> be prefaced with the abbreviation 'Phone:' or 'Ph:'.	<b>must</b> be prefaced with the abbreviation 'Phone:' or 'Ph:'.
<b>must</b> appear on the side outer surface of the pack that does not display a health warning.	<b>must</b> appear on the same surface as the name and address.
<b>must not</b> form a symbol or design, or represent or be suggestive of the brand name or variant name (if any) of the tobacco product.	<b>must not</b> form a symbol or design, or represent or be suggestive of the brand name or variant name (if any) of the tobacco product.

### Permitted marks

The following marks are permitted to appear on the primary packaging, and the secondary packaging, of a tobacco product:

Primary packaging	Secondary packaging	Wrappers
An origin mark.	An origin mark.	An origin mark.
An AQS mark.	An AQS mark.	One or more calibration marks.
One or more calibration marks.	One or more calibration marks.	A bar code. <sup>10</sup>
A primary packaging track and trace identifier.	A secondary packaging track and trace identifier.	One or more marks to conceal bar codes. <sup>11</sup>

<sup>10</sup> For further information, refer to the section above on Mandatory markings – Other.

<sup>11</sup> For further information, refer to the section above on Mandatory markings – Other.

## Origin mark

The retail packaging of a tobacco product is permitted to include an origin mark. An origin mark is used to determine the origin of the tobacco product, in the same manner as a batch number **may** be used.

The origin mark **must** be either an alphanumeric code or a covert mark that is not visible to the naked eye.

The origin mark **may** be printed (either in white, or black with a white background) or applied by etching or debossing (in the colour Pantone 448C if it is an alphanumeric code), on the retail packaging.

If the origin mark is an alphanumeric code, it:

Cigarette packs and cartons	Retail packaging of other tobacco products
<p><b>must</b> comply with the text and printing requirements in the Regulations.</p> <p><b>must</b> appear only once on the retail packaging.</p> <p><b>must</b> appear on either:</p> <ul style="list-style-type: none"> <li>the side outer surface that does not contain a health warning; or</li> <li>the bottom outer surface of the pack or carton.</li> </ul> <p><b>must not</b> form a symbol or design, or represent or be suggestive of the brand name or variant name (if any) of the tobacco product.</p>	<p><b>must</b> comply with the text and printing requirements in the Regulations.</p> <p><b>must</b> appear only once on the retail packaging.</p> <p><b>must not</b> form a symbol or design, or represent or be suggestive of the brand name or variant name (if any) of the tobacco product.</p>

## AQS mark

The Average Quantity System (AQS) is an internationally agreed method of determining the size or quantity of pre-packed articles with a 'constant nominal content'. This means it provides confirmation of the measurement or quantity of goods in the package, being sold by measure.

The AQS mark **must** appear only as is necessary to indicate that the product is packaged in accordance with the AQS requirements under the *National Measurement Act 1960* (Cth).

The AQS mark **must** be no larger than 3mm in size and coloured Pantone Cool Grey 2C. It **must** be printed directly adjacent to the measurement mark that is required to be displayed on the tobacco product.

Before AQS marks on packaging are used consideration of the requirements of the *National Measurement Act 1960* should be completed. For more information on using the AQS method when packaging products, contact the National Measurement Institute's Trade Measurement Services helpline on 1300 686 664, or [infotm@measurement.gov.au](mailto:infotm@measurement.gov.au).

### Calibration mark

A calibration mark is a mark used only for the purpose of the automated manufacture of the retail packaging of tobacco products, such as a mark used for the calibration of printer colours in the manufacture of retail packaging.

The calibration mark **must** appear only as is necessary for the automated manufacture of the packaging and (if visible or detectable on the packaging) **must** be as inconspicuous as possible.

### Track and trace identifiers

Track and trace identifiers are used by relevant authorities to determine where a tobacco product was produced and to follow it through to its point of sale. Track and trace identifiers are required by European Union law to appear on tobacco products that are grown, manufactured, distributed, or otherwise transhipped throughout the European Union.

The track and trace requirements are not required by Australian law, however the Public Health (Tobacco and Other Products) legislation permit such marks to appear on tobacco product packaging to allow companies to comply with European Union laws. Any other type of track and trace mark is not permitted.

The primary packaging track and trace identifier that **may** be displayed on retail packaging:

Cigarette packs	Primary packaging (other than cigarette packs)
<b>must</b> appear only once on the cigarette pack.	<b>must</b> appear only once on the packaging.
<b>must</b> , where it is an alphanumeric code or a machine-readable code, be printed in black, white or grey.	<b>must</b> , where it is an alphanumeric code or a machine-readable code, be printed in black, white or grey.
<b>must</b> appear on one of the following surfaces only:	<b>may</b> appear on the outer surface on which a health warning is displayed.
<ul style="list-style-type: none"> <li>the side outer surface that does not display a health warning.</li> <li>the bottom outer surface.</li> <li>the top outer surface.</li> <li><b>must</b> be printed on a Pantone 448C background.</li> </ul>	<b>must</b> be printed on the packaging or included on an adhesive label attached firmly to the packaging. <sup>12</sup>
	<i>if printed on the packaging—must</i> be printed on a Pantone 448C background.

The secondary packaging track and trace identifier that **may** be displayed on retail packaging:

Cigarette packs and cartons	Other tobacco products
<b>must</b> appear only once on the carton, on a side outer surface without a health warning.	<b>must</b> appear only once on the packaging.
<b>must</b> be printed on the carton <b>or</b> included on an adhesive label attached firmly to the carton. <sup>13</sup>	<b>may</b> appear on the outer surface on which a health warning is displayed.
<b>must</b> be coloured black, white or grey.	<b>must</b> be printed on the packaging <b>or</b> included on an adhesive label attached firmly to the packaging. <sup>14</sup>
<b>must</b> be printed on a Pantone 448C background.	<b>must</b> be coloured black, white or grey
	<i>if printed on the packaging—must</i> be printed on a Pantone 448C background.

If either the primary or secondary packaging track and trace identifier is an alphanumeric code, it **must** be printed in an English sans serif typeface in a normal weighted regular font.

<sup>12</sup> The adhesive label must be either transparent or coloured Pantone 448C.

<sup>13</sup> The adhesive label must be either transparent or coloured Pantone 448C.

<sup>14</sup> The adhesive label must be either transparent or coloured Pantone 448C.

Cigarette packs

Additional physical requirements

All cigarette packs:

- **must** contain 20 cigarettes that are of equal dimensions
- **must** be made of rigid cardboard, with the only opening being a flip-top lid hinged at the back
- **must** have rectangular outer surfaces which meet at 90-degree angles when the pack is closed
- **must** have rigid, straight edges that are not rounded, bevelled, shaped or embellished in any way
- **must** be of the following dimensions (when the flip top lid is closed):

Height	Width	Depth
At least 85mm but not more than 90mm	At least 55mm but not more than 60mm	At least 20mm but not more than 24mm

- **may** have an inside lip with rounded corners
- **may** include a lining. The lining, if included, **must** be made of silver coloured foil with a white paper backing and **must** have a matt finish.

Mandatory markings – Brand names and variant names

Any brand name or variant name that appears on a cigarette pack:

- **must not** obscure any health warning or mandatory marking
- **may** only appear on the front, top and bottom outer surfaces of the pack (and **must not** appear more than once on each surface).



**Note:** Mandatory markings are required to be no larger than 3mm; in Lucinda Sans font and in Pantone Cool Gray 2C (except for bar codes). Some examples include:

- registered company name and address
- a country of origin statement
- consumer contact phone number within Australia, and
- manufacturer's date mark (to be specified 2-character format i.e. D5).

**Figure 2:** Image of front, side and top of cigarette pack

### PACK FORMAT

- Must be made of rigid cardboard, with rigid, straight edges.
- Must have rectangular outer surfaces.
- No embellishments.
- Must be within specified dimensions, i.e. 85-90mm x 55-60mm x 20-24mm.
- Must contain 20 cigarette sticks.

### HEALTH WARNING – BACK OUTER SURFACE

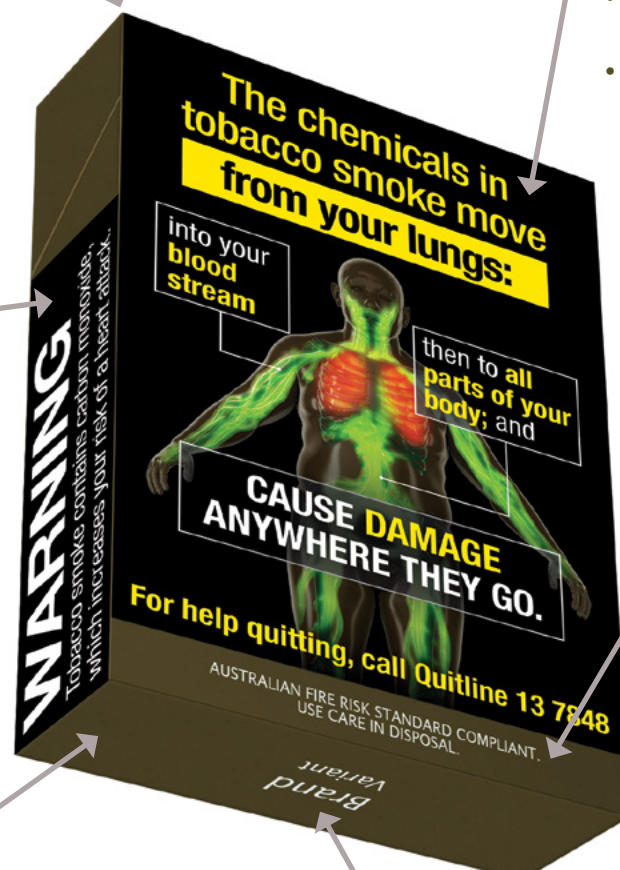
- Must be printed on the pack and extend to surface edges.
- Must not be distorted.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 90% of total back surface area.

### HEALTH WARNING – SIDE OUTER SURFACE

- Must cover total area from the base of the pack to a notional line that is:
  - parallel to the top edge of the side outer surface; and
  - a continuation of the line of the bottom of the flip-top lid on the front outer surface.
- Must be displayed on at least one side outer surface.

### FIRE RISK STATEMENT

- Must be placed below health warning on back outer surface of pack.



### PACK SURFACE

- Outer surface must have a matt finish and be coloured Pantone 448C.
- Inner surfaces must have a matt finish and must be Pantone 448C or white.

### BRAND AND VARIANT NAMES

- Must not include a prohibited term.
- May only appear once on front, top and bottom outer surfaces.

**Note:** There are font type, text colour and size requirements for specific permitted markings. Some examples of permitted markings include:

- origin mark
- AQS marks, and
- calibration marks.

**Figure 3:** Image of back, side and bottom of cigarette pack

## Cigarette cartons

### *Additional physical requirements*

All cigarette cartons:

- **must** be made of rigid cardboard and contain 10 cigarette packs
- **must** have rectangular outer surfaces which meet at 90-degree angles when the carton is closed
- **must** have rigid, straight edges that are not rounded, bevelled, shaped or embellished in any way
- **may** include a perforated strip (used for opening the carton) that leaves serrations on the edge of a surface of the carton when it is opened
- **may** include a lining that complies with the requirements in the Public Health (Tobacco and Other Products) legislation.

### *Mandatory markings – Brand names and variant names*

Any brand name or variant name that appears on a cigarette carton:

- **must not** obscure any health warning or mandatory marking
- **may** only appear on the front outer surface of the carton and the two smallest outer surfaces of the carton (and **must not** appear more than once on each surface).

#### HEALTH WARNING – SIDE OUTER SURFACE

- Must be displayed on at least one side outer surface.
- Minimum coverage 25% of total side surface area.

#### BRAND AND VARIANT NAMES

- Must not include a prohibited term.
- Must not obscure any health warning or mandatory marking.
- May only appear once on front and 2 smallest outer surfaces.



#### HEALTH WARNING – FRONT OUTER SURFACE

- Must be printed on the carton.
- Must not be distorted.
- Must extend to surface edges.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 75% of total surface area.

#### MEASUREMENT MARK

- Cigarette carton must only contain 10 cigarette packs.
- Must appear once on front outer surface.
- May appear once on either top or bottom outer surfaces.

#### Note:

There are font type, text colour and size requirements for specific permitted markings. Some examples of permitted markings include:

- origin mark
- AQS marks
- calibration marks.

**Figure 4:** Image of front, side and top of cigarette carton

**CARTON FORMAT AND SURFACE**

- Outer surface colour must be Pantone 448C.
- Matt finish.
- Inner surface must have a matt finish and must be Pantone 448C or white.
- Made of rigid cardboard with rigid, straight edges.
- No embellishments.
- Must contain 10 cigarette packs

**HEALTH WARNING – BACK OUTER SURFACE**

- Must be printed on the carton.
- Must not be distorted.
- Must extend to surface edges.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 90% of total back surface area.

**FIRE RISK STATEMENT**

- Must be placed below health warning on back outer surface of pack.

**BRAND AND VARIANT NAMES**

- Must not include a prohibited term.
- May only appear on front, and 2 smallest outer surfaces

**MANUFACTURER'S DATE MARK**

- Must be only once on outer surface.

**TRADE DESCRIPTION**

- Must appear only once on side outer surface where health warning is not displayed

**BAR CODE**

- Must only appear once.
- Must only appear on the side outer surface of the carton on which a health warning is not displayed.
- Must appear on primary packaging.
- Must be rectangular in shape.

**Note:**

Mandatory markings are required to be no larger than 3mm; in Lucinda Sans font and in Pantone Cool Gray 2C (except for bar codes). Some examples include:

- registered company name and address
- a country of origin statement
- consumer contact phone number within Australia
- manufacturer's date mark (to be specified 2-character format i.e. D5).

**Figure 5:** Image of back, side and bottom of cigarette carton

## Cigar tubes

### *Additional physical requirements*

All cigar tubes:

- **must** be cylindrical, rigid and have an opening that is at least 15mm in diameter
- **may** have tapered or rounded ends.

### *Mandatory markings – Brand names and variant names*

Any brand name or variant name that appears on a cigar tube:

- **must** appear only once on the cigar tube
- **may** be printed on an adhesive label attached to the cigar tube, provided the adhesive label is:
  - coloured Pantone 448C
  - no larger than is reasonably necessary to print the brand name and/or variant name
  - attached firmly to the cigar tube so that it cannot be easily removed.

If multiple cigars are purchased by a retailer for individual resale and they are in non compliant packaging (such as an original-coloured tube), the cigar tube and any non compliant cigar bands **must** be removed prior to being placed in retail packaging that complies with the tobacco product requirements.

#### HEALTH WARNING – FRONT OUTER SURFACE

- Must be printed on the tube or an adhesive label firmly attached to the tube.
- Must not be distorted.
- Must be positioned lengthwise on tube.
- Minimum coverage 60% of the circumference of outer surface.
- Minimum coverage 95% of total length of outer surface.
- Must not be obscured by mandatory or permitted markings.

#### TUBE FORMAT AND SURFACE

- The opening must be at least 15mm in diameter.
- Surface colour must be Pantone 448C.
- Inner surface must have a matt finish and Pantone 448C or white (or natural colour of the packaging material if it is wood or metal).
- Matt finish.
- No embellishments.
- Must be cylindrical and rigid.
- May have one or both ends tapered or rounded



**Figure 6:** Image of front of cigar tube

**Note:**

There are font type, text colour and size requirements for specific permitted markings. Some examples of permitted markings include:

- origin mark
- AQS marks
- calibration marks.

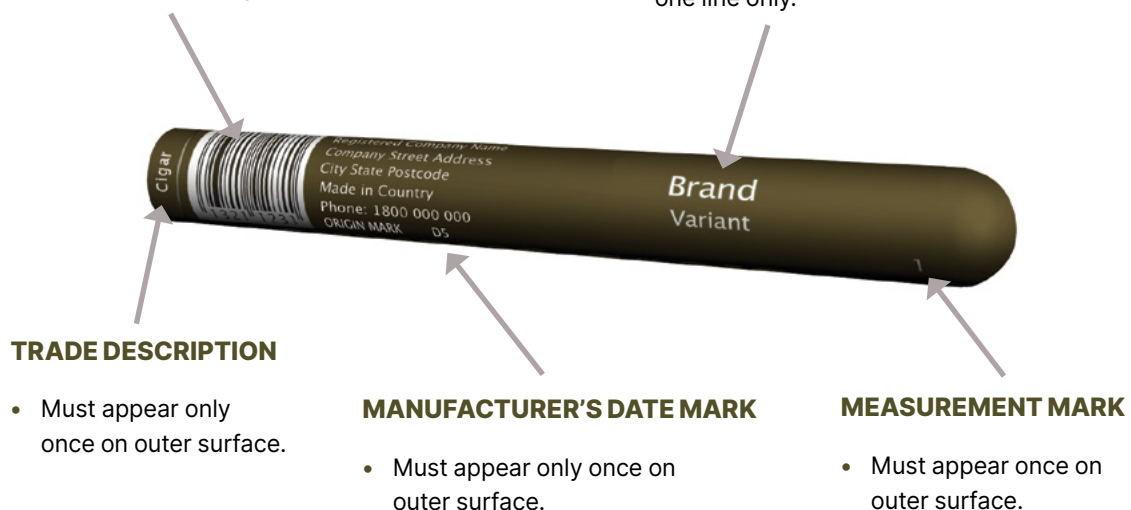
These markings are not required for a single cigar, if packaged by a tobacco product retailer.

**BAR CODE**

- Must only appear once.
- Must appear on primary packaging.
- Must be rectangular in shape.

**BRAND AND VARIANT NAMES**

- Must not include a prohibited term.
- May only appear once on tube and across one line only.

**Note:**

Mandatory markings are required to be no larger than 3mm; in Lucinda Sans font and in Pantone Cool Gray 2C (except for bar codes). Some examples include:

- registered company name and address
- a country of origin statement
- consumer contact phone number within Australia
- manufacturer's date mark (to be specified 2-character format i.e. D5)

**Figure 7:** Image of back of cigar tube

## Retail packaging for cigars, other than a cigar tube

### Note:

There are font type, text colour and size requirements for specific permitted markings. Some examples of permitted markings include:

- origin mark
- AQS marks
- calibration marks.

## Cigar bag – Vertical retail packaging

### HEALTH WARNING – FRONT OUTER SURFACE

- Must be printed on the bag or an adhesive label firmly attached to the bag.
- Must not be distorted.
- Must extend to surface edges.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 75% of total front surface area.
  - Except for a large cigar package with a front surface area of 250cm<sup>2</sup> or more, in which case the health warning must cover at least 188cm<sup>2</sup>.

### BAG FORMAT & SURFACE

- Surface colour must be Pantone 448C.
- Matt finish.
- No embellishments.
- Inner surface is Pantone 448C or white.
- if a brand name and variant name (if any) are used, must not include a prohibited term.



**Figure 8:** Image of front of cigar bag

**HEALTH WARNING – BACK OUTER SURFACE**

- Must be printed on the bag or an adhesive label firmly attached to the bag.
- Must not be distorted.
- Must extend to surface edges.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 75% of total back surface area.
- Except for a large cigar package with a front surface area of 250cm<sup>2</sup> or more, in which case the health warning must cover at least 188cm<sup>2</sup>.

**TRADE DESCRIPTION**

- Must appear only on one outer surface and only once on that surface.

**Figure 9:** Image of back of cigar bag

## Cigar box – horizontal packaging

### BOX FORMAT & SURFACE (including hinges and clasps):

- Surface colour must be Pantone 448C.
- Matt finish.
- No embellishments.
- Inner surface is Pantone 448C, white or natural colour of the packaging material if it is wood or metal.

### BRAND AND VARIANT NAMES

- Must not include a prohibited term.
- May only appear once on front and back surface.

### MANUFACTURER'S DATE MARK

- Must appear only once on outer surface.

### BAR CODE

- Must only appear once.
- Must appear on primary packaging.
- Must be rectangular in shape.



### MEASUREMENT MARK

- Must appear once on outer surface.
- May appear on no more than 2 outer surfaces.

### HEALTH WARNING – FRONT OUTER SURFACE

- Must be printed on the box or an adhesive label firmly attached to the box.
- Must not be distorted.
- Must extend to surface edges.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 75% of total front surface area.
  - Except for a large cigar package with a front surface area of 250cm<sup>2</sup> or more, in which case the health warning must cover at least 188cm<sup>2</sup>

#### Note:

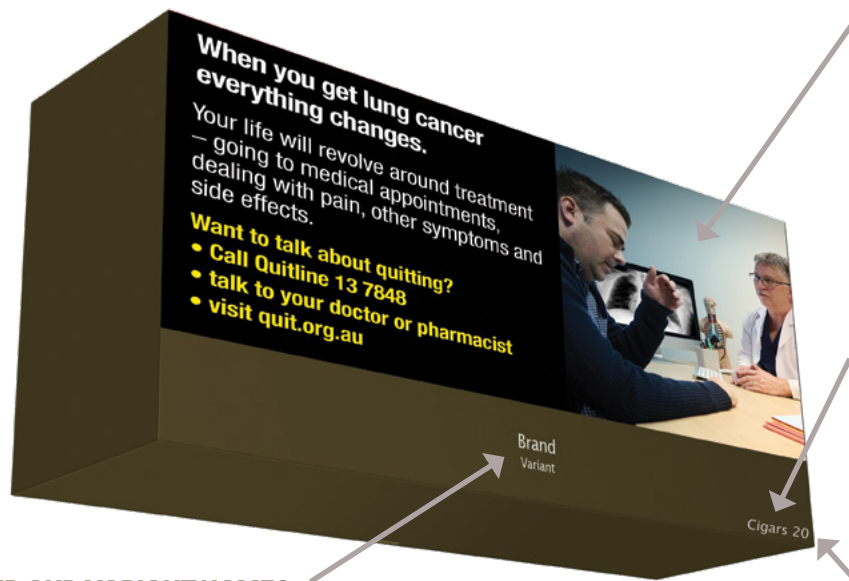
Mandatory markings are required to be no larger than 3mm; in Lucinda Sans font and in Pantone Cool Gray 2C (except for bar codes). Some examples include:

- registered company name and address
- a country of origin statement
- consumer contact phone number within Australia
- manufacturer's date mark (to be specified 2-character format i.e. D5).

**Figure 10:** Image of front, side and top of cigar box

**HEALTH WARNING – BACK OUTER SURFACE**

- Must be printed on the box or an adhesive label firmly attached to the box.
- Must not be distorted.
- Extends to surface edges.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 75% of total back surface area.
- Except for a large cigar package with a front surface area of 250cm<sup>2</sup> or more, in which case the health warning must cover at least 188cm<sup>2</sup>.

**TRADE DESCRIPTION**

- Must appear only on one outer surface and only once on that surface.

**BRAND AND VARIANT NAMES**

- Must not include a prohibited term.
- May only appear once on front and back surface.

**MEASUREMENT MARK**

- Must appear once on outer surface.
- May appear on no more than 2 outer surfaces.

**Note:**

There are font type, text colour and size requirements for specific permitted markings. Some examples of permitted markings include:

- origin mark
- AQS marks
- calibration marks.

**Figure 11:** Image of back, side and bottom of cigar box

## Little cigar tin - square packaging

### TIN FORMAT & SURFACE

- Surface colour must be Pantone 448C.
- Matt finish.
- No embellishments.
- Inner surface must have a matt finish and must be Pantone 448C or white (or natural colour of the packaging material).
- Must contain 20 little cigars

### HEALTH WARNING – FRONT OUTER SURFACE

- Must be printed on the tin or an adhesive label firmly attached to the tin.
- Must not be distorted.
- Must extend to surface edges.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 75% of total front surface area.



### BRAND AND VARIANT NAMES

- Must not include a prohibited term.
- May only appear once on the front and back surface.

### MEASUREMENT MARK

- Must appear once on outer surface.
- May appear on no more than 2 outer surfaces.

**Figure 12:** Image of front, side and top of little cigar tin

**Note:**

There are font type, text colour and size requirements for specific permitted markings. Some examples of permitted markings include:

- origin mark
- AQS marks
- calibration marks.

**HEALTH WARNING – BACK OUTER SURFACE**

- Must be printed on the tin or an adhesive label firmly attached to the tin.
- Must not be distorted.
- Extends to surface edges.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 75% of total back surface area

**BAR CODE**

- Must only appear once.
- Must appear on primary packaging.
- Must be rectangular in shape

**MEASUREMENT MARK**

- Must appear once on outer surface.
- May appear on no more than 2 outer surfaces.

**MANUFACTURER'S DATE MARK**

- Must appear only once on outer surface.

**BRAND AND VARIANT NAMES**

- Must not include a prohibited term.
- May only appear once on front and back surface.

**Note:**

Mandatory markings are required to be no larger than 3mm; in Lucinda Sans font and in Pantone Cool Gray 2C (except for bar codes). Some examples include:

- registered company name and address
- a country of origin statement
- consumer contact phone number within Australia
- manufacturer's date mark (to be specified 2-character format i.e. D5).

**Figure 13:** Image of back, side and bottom of little cigar tin

## Large cigar cylinder – vertical packaging

### HEALTH WARNING – FRONT OUTER SURFACE

- Must be printed on the tin or an adhesive label firmly attached to the tin.
- Must not be distorted.
- Must extend to surface edges.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 75% of total front surface area.

### TIN FORMAT AND SURFACE

- Surface colour must be Pantone 448C.
- Matt finish.
- No embellishments.
- Inner surface must have a matt finish and must be Pantone 448C or white (or natural colour of the packaging material if it is wood or metal).

### BAR CODE

- Must only appear once.
- Must appear on primary packaging.
- Must be rectangular in shape

### TRADE DESCRIPTION

- Must appear only on one outer surface and only once on that surface.

### MEASUREMENT MARK

- Must appear once on outer surface.
- May appear on no more than 2 outer surfaces.

### BRAND AND VARIANT NAMES

- Must not include a prohibited term.
- May only appear once on front and back surface.

#### Note:

There are font type, text colour and size requirements for specific permitted markings. Some examples of permitted markings include:

- origin mark
- AQS marks
- calibration marks.



**Figure 14:** Image of front and top of large cigar cylinder

**HEALTH WARNING – BACK OUTER SURFACE**

- Must be printed on the tin or an adhesive label firmly attached to the tin.
- Must not be distorted.
- Extends to surface edges.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 75% of total back surface area

**TIN FORMAT AND SURFACE**

- Surface colour must be Pantone 448C.
- Matt finish.
- No embellishments.

**Note:**

Mandatory markings are required to be no larger than 3mm; in Lucinda Sans font and in Pantone Cool Gray 2C (except for bar codes). Some examples include:

- registered company name and address
- a country of origin statement
- consumer contact phone number within Australia
- manufacturer's date mark (to be specified 2-character format i.e. D5).

**Figure 15:** Image of back and top of large cigar cylinder

## Loose processed tobacco

### Physical Requirements

The primary packaging of loose processed tobacco (including pipe tobacco) **must** be one of:

- a pouch
- a small cylinder
- a large cylinder.

The dimensions for the primary packaging of loose processed tobacco **must** comply with the following requirements:

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

### Loose tobacco pouch – horizontal packaging

#### Note:

There are font type, text colour and size requirements for specific permitted markings. Some examples of permitted markings include:

- origin mark
- AQS marks
- calibration marks.

#### HEALTH WARNING – FRONT OUTER SURFACE

- Must be printed on the pouch or an adhesive label firmly attached to the pouch.
- Must not be distorted.
- Must extend to surface edges.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 75% of total front surface area.

#### POUCH FORMAT AND SURFACE

- Surface colour must be Pantone 448C.
- Matt finish. No embellishments.
- Inner surface must have a matt finish and must be Pantone 448C or white.

#### BRAND AND VARIANT NAMES

- Must not include a prohibited term.
- May only appear once on front and back outer surfaces.

#### MEASUREMENT MARK

- Loose tobacco must only be 30g.
- Must appear once on outer surface.
- May appear on no more than 2 outer surfaces.



**Figure 16:** Image of front of loose tobacco pouch

**HEALTH WARNING – BACK OUTER SURFACE**

- Must be printed on the pouch or an adhesive label firmly attached to the pouch.
- Must not be distorted.
- Must extend to surface edges.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 75% of each outer surface area of pouch.

**TRADE DESCRIPTION:**

- Must appear only on one outer surface and only once on that surface.

**MEASUREMENT MARK**

- Loose tobacco must only be 30g.
- Must appear once on outer surface.
- May appear on no more than 2 outer surfaces.

**BAR CODE**

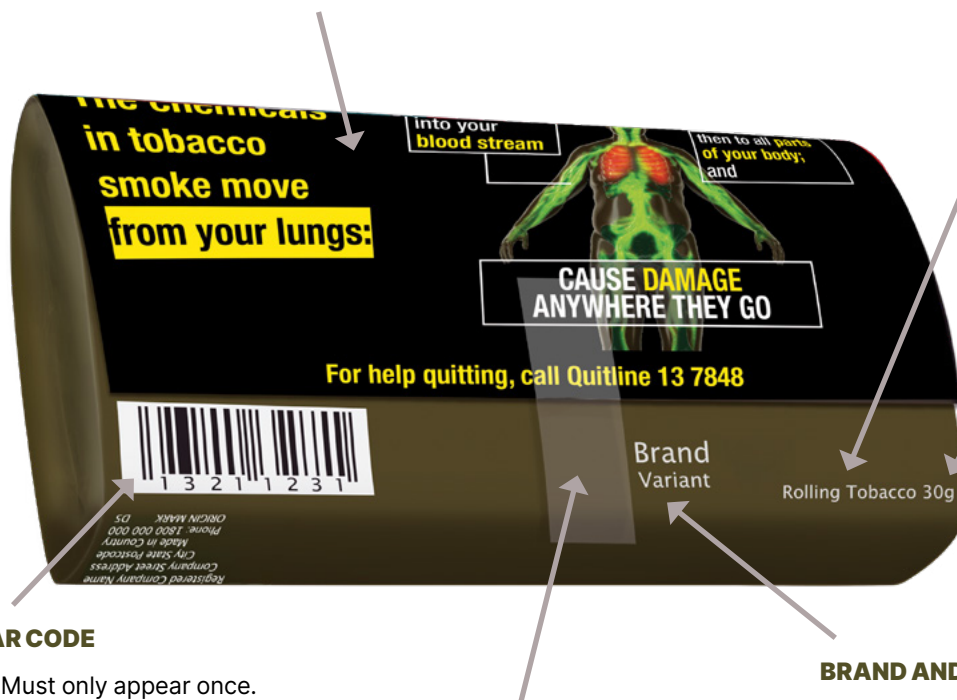
- Must only appear once.
- Must appear on primary packaging.
- Must be rectangular in shape

**RESEALING PACKAGING**

- An adhesive seal can be used to reseal the package but it must be either transparent and not coloured or the colour known as Pantone 448C.

**BRAND AND VARIANT NAMES**

- Must not include a prohibited term.
- May only appear once on front and back outer surfaces.

**Note:**

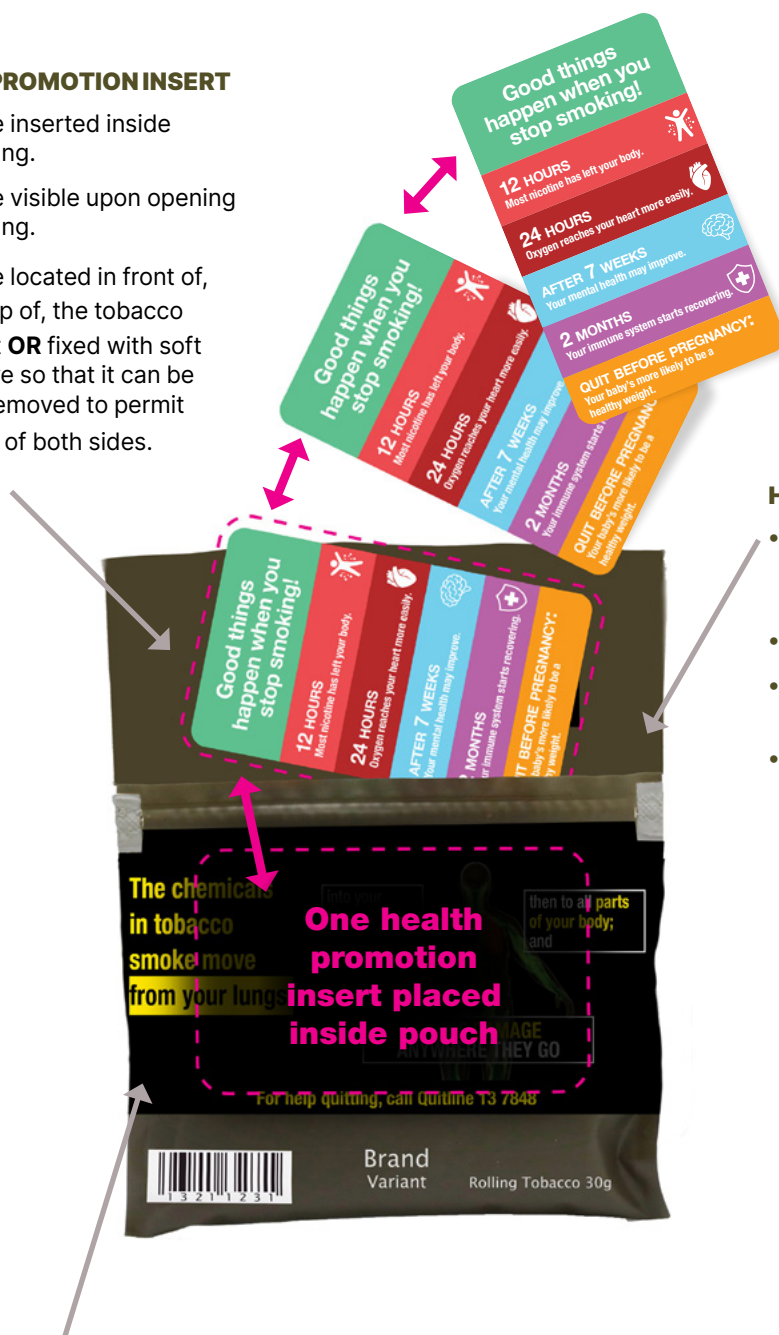
Mandatory markings are required to be no larger than 3mm; in Lucinda Sans font and in Pantone Cool Gray 2C (except for bar codes). Some examples include:

- registered company name and address
- a country of origin statement
- consumer contact phone number within Australia
- manufacturer's date mark (to be specified 2-character format i.e. D5).

**Figure 17:** Image of back of loose tobacco pouch

### HEALTH PROMOTION INSERT

- Must be inserted inside packaging.
- Must be visible upon opening packaging.
- Must be located in front of, or on top of, the tobacco product **OR** fixed with soft adhesive so that it can be easily removed to permit reading of both sides.



### HEALTH WARNING – HIDDEN FLAP

- Must be printed on the pouch or an adhesive label firmly attached to the pouch.
- Must not be distorted.
- Must not be obscured by mandatory or permitted markings.
- Must be printed in a rectangle in the centre of the surface of the hidden flap and at least 80mm by 25mm.

### HEALTH WARNING – BACK OUTER SURFACE

- Must not be distorted.
- Must extend to surface edges.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 75% of each outer surface area of pouch.

**Figure 18:** Image of open pouch of loose tobacco showing health promotion insert being placed inside pouch

## Small tobacco cylinder

### TIN FORMAT AND SURFACE

- Surface colour must be Pantone 448C.
- Matt finish.
- No embellishments.
- Inner surface must have a matt finish and must be Pantone 448C or white (or natural colour of the packaging material).

### MEASUREMENT MARK

- Must appear once on outer surface.
- May appear on no more than 2 outer surfaces.
- Must contain 30 grams of tobacco.

### BRAND AND VARIANT NAMES

- Must not include a prohibited term.
- May only appear once on front and back outer surfaces

### HEALTH WARNING – FRONT OUTER SURFACE

- Must be printed on the cylinder or an adhesive label firmly attached to the cylinder.
- Must not be distorted.
- Must extend to surface edges.
- Must not be obscured by any mandatory or permitted markings.
- Minimum coverage 60% of total front surface area.

### TRADE DESCRIPTION:

- Must appear only on one outer surface and only once on that surface.



### Note:

Mandatory markings are required to be no larger than 3mm; in Lucinda Sans font and in Pantone Cool Gray 2C (except for bar codes). Some examples include:

- registered company name and address
- a country of origin statement
- consumer contact phone number within Australia
- manufacturer's date mark (to be specified 2-character format i.e. D5).

**Figure 19:** Image of front and top of small tobacco cylinder

**Note:**

There are font type, text colour and size requirements for specific permitted markings. Some examples of permitted markings include:

- origin mark
- AQS marks
- calibration marks.

**BAR CODE**

- Must only appear once.
- Must appear on primary packaging.
- Must be rectangular in shape

**MEASUREMENT MARK**

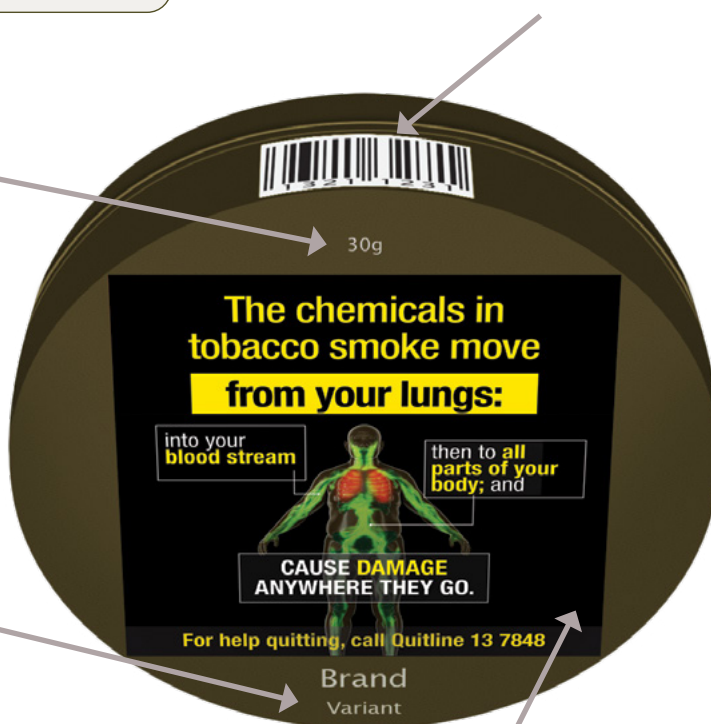
- Must appear once on outer surface.
- May appear on no more than 2 outer surfaces.
- Loose tobacco must only be 30g.

**BRAND AND VARIANT NAMES**

- Must not include a prohibited term.
- May only appear once on front and back outer surfaces

**HEALTH WARNING – BACK OUTER SURFACE**

- Must be printed on the cylinder or an adhesive label firmly attached to the cylinder.
- Must not be distorted.
- Must extend to surface edges.
- Must not be obscured by any mandatory or permitted markings.
- Minimum coverage 60% of total back surface area.



**Figure 20:** Image of back and bottom of small tobacco cylinder

## Other retail packaging

The dimensions for the primary packaging of all other tobacco products (including but not limited to shisha tobacco) **must** comply with the following requirements:

- the largest dimension of the primary packaging **must** be at least 85mm
- the second largest dimension of the packaging **must** be at least 55mm.

### ***Mandatory markings – Brand names or variant names***

Any brand name or variant name that appears on retail packaging that is **not** a cigarette pack, cigarette carton or cigar tube **may** only appear on the front outer surface and back outer surface of the packaging (and **must not** appear more than once on each surface).

For retail packaging of tobacco products other than a cigarette pack, cigarette carton or certain plastic wrappers, any brand or variant name may be printed on an adhesive label attached to the retail packaging rather than the packaging itself, provided the adhesive label is:

- coloured Pantone 448C
- no larger than is reasonably necessary to print the brand name and/or variant name
- attached firmly to the packaging so that it cannot be easily removed.

## Shisha tobacco cylinder – vertical packaging

### Note:

Shisha tobacco means a tobacco product that contains molasses as a significant proportion of the product's ingredients. These types of tobacco are commonly referred to as shisha, they may also be described by other names including hookah, narghile, maasal, mu'assel, tumak, tunbak and ajami.

The following display of images, display possible options for the packaging requirements of shisha/ waterpipe tobacco products. However, there may be other formats for shisha packaging such as alternative vertical, horizontal or square packaging formats.

### Note:

There are font type, text colour and size requirements for specific permitted markings. Some examples of permitted markings include:

- origin mark
- AQS marks
- calibration marks.

### HEALTH WARNING – FRONT OUTER SURFACE

- Must be printed on the cylinder or an adhesive label firmly attached to the cylinder.
- Must not be distorted.
- Must not be obscured by any mandatory or permitted markings.
- Minimum coverage 75% of total front surface area.

### TRADE DESCRIPTION

- Must appear only on one outer surface and only once on that surface.

### BRAND AND VARIANT NAMES

- Must not include a prohibited term.
- May only appear once on front and back outer surfaces

### TIN FORMAT AND SURFACE

- Surface colour must be Pantone 448C.
- Matt finish.
- No embellishments.
- Inner surface must have a matt finish and must be Pantone 448 or white (or natural colour of the packaging material if it is wood or metal).

### BAR CODE

- Must only appear once.
- Must appear on primary packaging.

### MEASUREMENT MARK

- Must appear once on outer surface.
- May appear on no more than 2 outer surfaces.



**Figure 21:** Image of front and top of large shisha tobacco cylinder

**Note:**

The back surface of this packaging must display the health warning. The health warning **must**:

- not be distorted
- extend to surface edges
- not be obscured by any markings permitted or required under the legislation
- have a minimum coverage 50% of total base surface area.

**HEALTH WARNING – BACK OUTER SURFACE**

- Must be printed on the cylinder or an adhesive label firmly attached to the cylinder.
- Must not be distorted.
- Must extend to surface edges.
- Must not be obscured by any mandatory or permitted marks.
- Minimum coverage 75% of total back surface area.

**TIN FORMAT AND SURFACE**

- Surface colour must be Pantone 448C.
- Matt finish.
- No embellishments.

**Note:**

Mandatory markings are required to be no larger than 3mm; in Lucinda Sans font and in Pantone Cool Gray 2C (except for bar codes). Some examples include:

- registered company name and address
- a country of origin statement
- consumer contact phone number within Australia
- manufacturer's date mark (to be specified 2-character format i.e. D5).

**Figure 22:** Image of back and top of large shisha tobacco cylinder

## Shisha tobacco box - horizontal packaging

### HEALTH WARNING – SIDE OUTER SURFACE

- Must be printed on the box or an adhesive label firmly attached to the box.
- Must cover at least 50% of total side outer surface area and must be displayed on at least one side outer surface.

### HEALTH WARNING – FRONT OUTER SURFACE

- Must be printed on the box or an adhesive label firmly attached to the box.
- Must not be distorted.
- Must extend to surface edges.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 75% of total front surface area.



### BOX FORMAT & SURFACE

- Surface colour must be Pantone 448C.
- Matt finish.
- No embellishments.
- Inner surface must have a matt finish and must be Pantone 448C or white (or natural colour of the packaging material if it is wood or metal).

### MEASUREMENT MARK

- Must appear once on outer surface.
- May appear on no more than 2 outer surfaces.

### BRAND AND VARIANT NAMES

- Must not include a prohibited term.
- May only appear once on the front and back surface.

#### Note:

There are font type, text colour and size requirements for specific permitted markings. Some examples of permitted markings include:

- origin mark
- AQS marks
- calibration marks.

**Figure 23:** Image of front, side and top of shisha tobacco box

**HEALTH WARNING – BACK OUTER SURFACE**

- Must be printed on the box or an adhesive label firmly attached to the box.
- Must not be distorted.
- Must extend to surface edges.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 75% of total back surface area.

**BOX FORMAT & SURFACE**

- Surface colour must be Pantone 448C.
- Matt finish.
- No embellishments.

**MEASUREMENT MARK**

- Must appear once on outer surface.
- May appear on no more than 2 outer surfaces.

**BRAND AND VARIANT NAMES**

- Must not include a prohibited term.
- May only appear once on the front and back surface.

**BAR CODE**

- Must only appear once.
- Must appear on primary packaging.
- Must be rectangular in shape

**MANUFACTURER'S DATE MARK**

- Must appear only once on outer surface.

**TRADE DESCRIPTION**

- Must appear only on one outer surface and only once on that surface.

**Note:**

Mandatory markings are required to be no larger than 3mm; in Lucinda Sans font and in Pantone Cool Gray 2C (except for bar codes). Some examples include:

- registered company name and address
- a country of origin statement
- consumer contact phone number within Australia
- manufacturer's date mark (to be specified 2-character format i.e. D5).

**Figure 24:** Image of back, side and bottom of shisha tobacco box

## Shisha tobacco foil – horizontal packaging

### Note:

There are font type, text colour and size requirements for specific permitted markings. Some examples of permitted markings include:

- origin mark
- AQS marks
- calibration marks.

### HEALTH WARNING – FRONT OUTER SURFACE

- Must be printed on the foil or an adhesive label firmly attached to the foil.
- Must not be distorted.
- Must extend to surface edges.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 75% of total front surface area.



### FOIL FORMAT & SURFACE

- Surface colour must be Pantone 448C.
- Matt finish.
- No embellishments.
- Inner surface must have a matt finish and must be Pantone 448C or white (or natural colour of the packaging material).

### BRAND AND VARIANT NAMES

- Must not include a prohibited term.
- May only appear once on the front and back surface.

### MEASUREMENT MARK

- Must appear once on outer surface.
- May appear on no more than 2 outer surfaces.

**Figure 25:** Image of front of shisha tobacco foil

**HEALTH WARNING – BACK OUTER SURFACE**

- Must be printed on the foil or an adhesive label firmly attached to the foil.
- Must not be distorted.
- Must extend to surface edges.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 75% of total back surface area.

**FOIL FORMAT & SURFACE**

- Surface colour must be Pantone 448C.
- Matt finish.
- No embellishments.

**MEASUREMENT MARK**

- Must appear once on outer surface.
- May appear on no more than 2 outer surfaces.

**BAR CODE**

- Must only appear once.
- Must appear on primary packaging.
- Must be rectangular in shape

**TRADE DESCRIPTION**

- Must appear only on one outer surface and only once on that surface.

**BRAND AND VARIANT NAMES**

- Must not include a prohibited term.
- May only appear once on the front and back surface.

**Note:**

Mandatory markings are required to be no larger than 3mm; in Lucinda Sans font and in Pantone Cool Gray 2C (except for bar codes). Some examples include:

- registered company name and address
- a country of origin statement
- consumer contact phone number within Australia
- manufacturer's date mark (to be specified 2-character format i.e. D5).

**Figure 26:** Image of back of shisha tobacco foil

## Bidi box – vertical packaging

### Note:

Bidi means a tobacco product for smoking and is not enclosed in paper. It may include a single black thread around the circumference of the bidi.

### Note:

There are font type, text colour and size requirements for specific permitted markings. Some examples of permitted markings include:

- origin mark
- AQS marks
- calibration marks.

### BOX FORMAT & SURFACE

- Surface colour must be Pantone 448C.
- Matt finish. No embellishments.
- Inner surface must have a matt finish and is Pantone 448C or white (or natural colour of the packaging material if it is wood or metal).



### HEALTH WARNING – FRONT OUTER SURFACE

- Must be printed on the box or an adhesive label firmly attached to the box.
- Must not be distorted.
- Must extend to surface edges.
- Must not be obscured by mandatory or permitted markings.
- Minimum coverage 75% of total front surface area.

### Note:

Mandatory markings are required to be no larger than 3mm; in Lucinda Sans font and in Pantone Cool Gray 2C (except for bar codes). Some examples include:

- registered company name and address
- a country of origin statement
- consumer contact phone number within Australia
- manufacturer's date mark (to be specified 2-character format i.e. D5).

**Figure 27:** Image of front, side and top of bidi box

# Enforcing the Public Health (Tobacco and Other Products) legislation

The Government takes breaches of the Act seriously. The department is responsible for investigating reported breaches of the Public Health (Tobacco and Other Products) legislation. The department's [Tobacco Control Enforcement Policy](#) outlines the principles used to guide the department's decisions and actions in enforcing these laws.

Any person who possesses, manufactures, packages, purchases, sells or supplies (including import, wholesale and retail) tobacco products in Australia which do not comply with the Public Health (Tobacco and Other Products) legislation may face significant criminal or civil penalties. A range of options are available to enforce the Public Health (Tobacco and Other Products) legislation, including issuing infringement notices, seeking enforceable undertakings or injunctions, or referring the matter to the Australian Federal Police who may, in turn, refer the matter to the Commonwealth Director of Public Prosecutions.

As at publication, the maximum penalty for contravening the tobacco product requirements is 2,000 penalty units (\$660,000) for individuals and 20,000 penalty units (\$6.6 million) for bodies corporate.<sup>15</sup>

If you wish to report a potential breach of the Public Health (Tobacco and Other Products) legislation, please contact the department. Reports of breaches can be submitted in writing through the [make a complaint](#) on the department's website or by emailing [TobaccoCompliance@health.gov.au](mailto:TobaccoCompliance@health.gov.au). Please include sufficient information to enable the department to investigate the alleged breach, including images or document copies demonstrating the allegation where possible.

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<sup>15</sup> Since 7 November 2024, the value of one penalty unit is \$330.00. This amount may be subject to increase in the future.

[www.health.gov.au](http://www.health.gov.au)