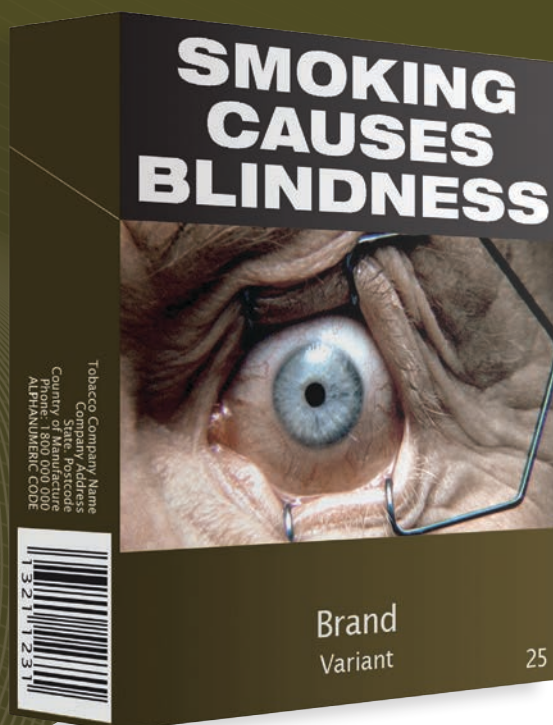




Australian Government

Department of Health

TOBACCO PLAIN PACKAGING YOUR GUIDE



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DISCLAIMER

This booklet does not illustrate or itemise all of the tobacco plain packaging and health warning requirements. The requirements not itemised or displayed in this booklet are not any less important or significant than those that are displayed or itemised.

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

All manufacturers, packagers and suppliers of tobacco products should ensure they understand all of the requirements in the *Tobacco Plain Packaging Act 2011*, the *Tobacco Plain Packaging Regulations 2011* and the *Competition and Consumer (Tobacco) Information Standard 2011*.

Nothing in this booklet should be taken in any way to replace the provisions of the *Tobacco Plain Packaging Act 2011*, the *Tobacco Plain Packaging Regulations 2011* or the *Competition and Consumer (Tobacco) Information Standard 2011*.

For the complete tobacco plain packaging and updated health warning requirements, refer to the legislation.

Links are below:

TOBACCO PLAIN PACKAGING:

Tobacco Plain Packaging Act 2011

<http://www.comlaw.gov.au/Details/C2013C00190>

Tobacco Plain Packaging Regulations 2011

<http://www.comlaw.gov.au/Details/F2013C00801>

TOBACCO HEALTH WARNINGS:

Competition and Consumer (Tobacco) Information Standard 2011

<http://www.comlaw.gov.au/Details/F2013C00598>

CONTENTS

Purpose of the Booklet 5

Cigarette..... 6

Cigar 7

Cigarette Pack..... 8

Cigarette Carton 10

Loose Leaf Tobacco Pouch 12

Cigar Tube..... 14

Cigar Box 16

Small Cigar Tin 18

Loose Leaf Tobacco Tin 20

Key Points for Retailers and Other Suppliers of Tobacco Products..... 22

More Information 25

PURPOSE OF THE BOOKLET

This booklet can be used as a guide to help you identify some of the key tobacco plain packaging requirements.

The illustrations in this booklet are a visual guide of what plain packaging and the health warnings may look like for different tobacco products and packaging formats.

This booklet also contains a list of key points for suppliers, which may assist you to identify whether tobacco products you buy, sell, offer for sale or otherwise supply meet the plain packaging requirements.

Further information on the plain packaging requirements for non-cigarette tobacco products, including cigars and shisha/waterpipe tobacco, is available in the *Tobacco Plain Packaging Your Guide: Supplement - Non-Cigarette Tobacco Products*, which includes a visual guide of what plain packaging may look like for different non-cigarette tobacco products and packaging formats.

From 1 December 2012, all tobacco products sold, offered for sale or otherwise supplied in Australia must be in plain packaging and be labelled with the updated and expanded health warnings.

This booklet has been provided by the Australian Government as a guide only.

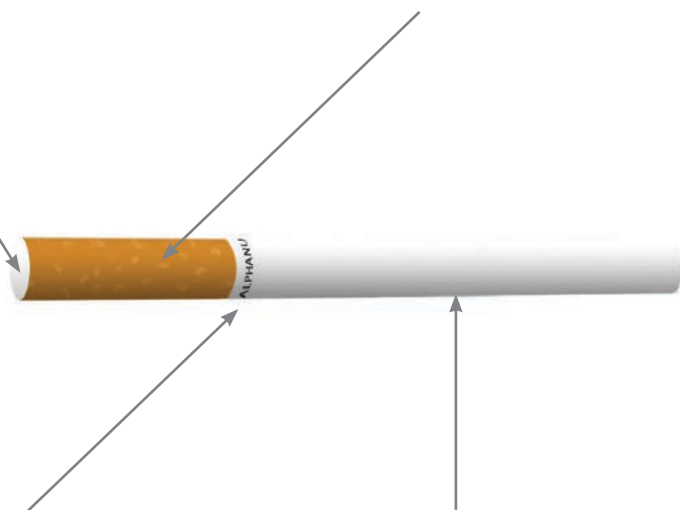
CIGARETTE

FILTER TIP:

- white

PAPER OVER FILTER TIP:

- imitation cork or white



ALPHANUMERIC CODE:

- in specified position
- no larger than 8 points in size
- in Lucida Sans font
- in black
- not linked to cigarette name or emission yields

PAPER CASING:

- white
- no markings except optional alphanumeric code

CIGAR

CIGAR BAND:

- colour is Pantone 448C (a drab dark brown)
- no more than one band is visible

BRAND AND VARIANT NAME:

- positioned around the circumference
- no larger than 10 points in size
- in Lucida Sans font
- in Pantone Cool Gray 2C colour



COUNTRY OF MANUFACTURE:

- no larger than 10 points in size
- in Lucida Sans font
- in Pantone Cool Gray 2C colour

ALPHANUMERIC CODE:

- no larger than 10 points in size
- in Lucida Sans font
- in Pantone Cool Gray 2C colour
- not linked to cigar emission yields

NOTE:

If a plain packaged cigar band covers a non-compliant band or bands:

- it must completely cover the non-compliant band(s), and
- it must be fastened firmly to, and not easily removable from, the non-compliant band(s)

CIGARETTE PACK – FRONT

BRAND AND VARIANT NAME:

- horizontal and centred
- no larger than maximum sizes
- in Lucida Sans font
- in Pantone Cool Gray 2C colour
- in specified capitalisation

MEASUREMENT MARK:

- no larger than required size
- in Lucida Sans font
- in Pantone Cool Gray 2C colour

NOTE:

The graphic and warning statement must:

- cover at least **75%** of the front surface
- join without space between them

PACK FORMAT:

- made of rigid cardboard
- no embellishments
- flip top lid

OTHER MARKINGS:

- name and address, country of manufacture, contact number, alphanumeric code
- in Lucida Sans font
- no larger than 10 points in size
- in specified colours

BAR CODE:

- rectangular
- black and white, or Pantone 448C and white

PACK SURFACE:

- colour is Pantone 448C (a drab dark brown)
- matt finish

BRAND AND VARIANT NAME:

- centred below health warning
- no larger than maximum sizes
- in Lucida Sans font
- in Pantone Cool Gray 2C colour
- in specified capitalisation

WARNING STATEMENT:

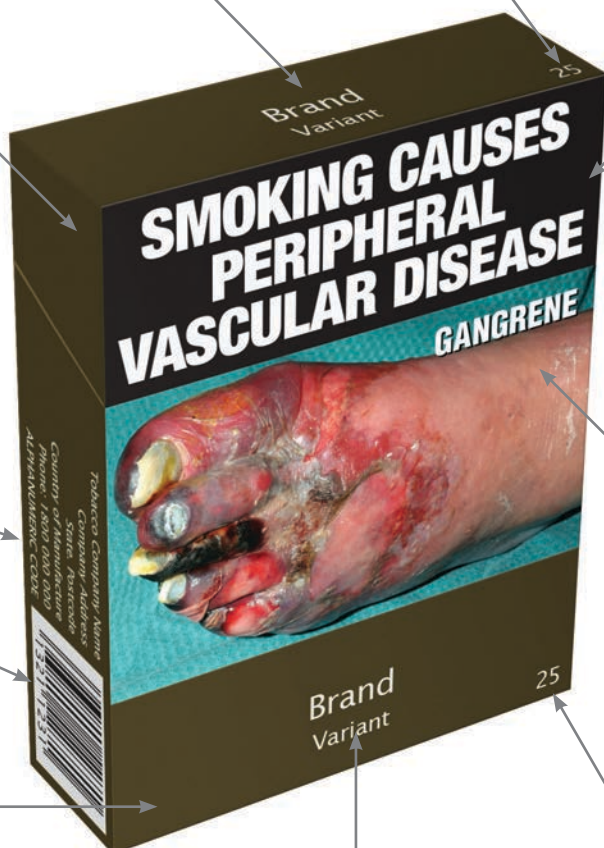
- background fills front of flip top lid – extends to edges of surface
- text fills background
- in bold upper case Helvetica font
- white text on black background

GRAPHIC:

- not distorted
- extends to edges of surface

MEASUREMENT MARK:

- no larger than required size
- in Lucida Sans font
- in Pantone Cool Gray 2C colour



CIGARETTE PACK – BACK

NOTE:

The warning statement, graphic and explanatory message must:

- cover at least **90%** of the back surface
- join without space between them

PACK FORMAT:

- made of rigid cardboard
- no embellishments
- flip top lid

INFORMATION MESSAGE:

- background extends to edges of surface
- text fills background
- in Helvetica font
- in specified size, capitalisation and weighting
- black text on yellow background

PACK SURFACE:

- colour is Pantone 448C (a drab dark brown)
- matt finish

BRAND AND VARIANT NAME:

- horizontal and centred
- no larger than maximum sizes
- in Lucida Sans font
- in Pantone Cool Gray 2C colour
- in specified capitalisation

FIRE RISK STATEMENT:

- below health warning
- no larger than 10 points in size
- in upper case Lucida Sans font
- in Pantone Cool Gray 2C colour

WARNING STATEMENT:

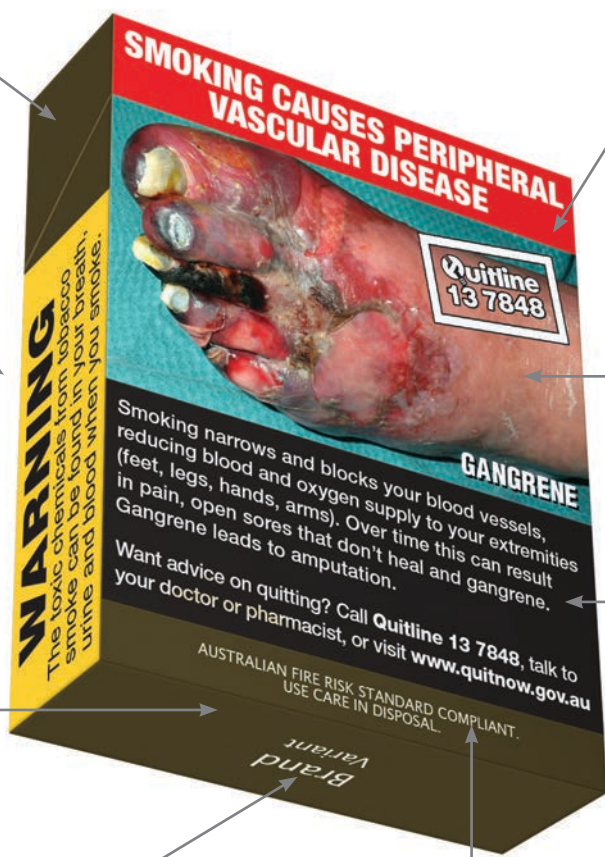
- background fills area above fold line of lid – extends to edges of surface
- text fills background
- in bold upper case Helvetica font
- white text on red background

GRAPHIC:

- not distorted
- extends to edges of surface
- includes Quitline logo

EXPLANATORY MESSAGE:

- background extends to edges of surface
- text fills background
- in Helvetica font
- in specified capitalisation and weighting
- white text on black background



CIGARETTE CARTON – FRONT

NOTE:

The graphic and warning statement must:

- cover at least **75%** of the front surface
- join without space between them

INFORMATION MESSAGE:

- background fills at least **25%** of the side surface
- text fills background
- in Helvetica font
- in specified size, capitalisation and weighting
- black text on yellow background

CARTON FORMAT AND SURFACE:

- colour is Pantone 448C (a drab dark brown)
- matt finish
- made of rigid cardboard
- no embellishments

MEASUREMENT MARK:

- no larger than required size
- in Lucida Sans font
- in Pantone Cool Gray 2C colour

BAR CODE:

- rectangular
- black and white, or Pantone 448C and white

BRAND AND VARIANT NAME:

- horizontal and centred on the surface
- no larger than maximum sizes
- in Lucida Sans font
- in Pantone Cool Gray 2C colour
- in specified capitalisation



GRAPHIC:

- not distorted
- extends to edges of surface

WARNING STATEMENT:

- background extends to edges of surface
- text fills background
- in bold upper case Helvetica font
- white text on black background

BRAND AND VARIANT NAME:

- horizontal and centred
- no larger than maximum sizes
- in Lucida Sans font
- in Pantone Cool Gray 2C colour
- in specified capitalisation

MEASUREMENT MARK:

- no larger than required size
- in Lucida Sans font
- in Pantone Cool Gray 2C colour

NOTE:

This image illustrates only one of the available front surface health warning layouts for horizontal cigarette cartons.

Horizontal cigarette cartons may also display the health warning on the front surface using this alternative layout:

Graphic	Warning statement

Vertical cigarette cartons must display the health warning on the front surface using this layout:

Warning statement
Graphic

CIGARETTE CARTON – BACK

BRAND AND VARIANT NAME:

- horizontal and centred on the surface
- no larger than maximum sizes
- in Lucida Sans font
- in Pantone Cool Gray 2C colour
- in specified capitalisation

NOTE:

The warning statement, graphic and explanatory message must:

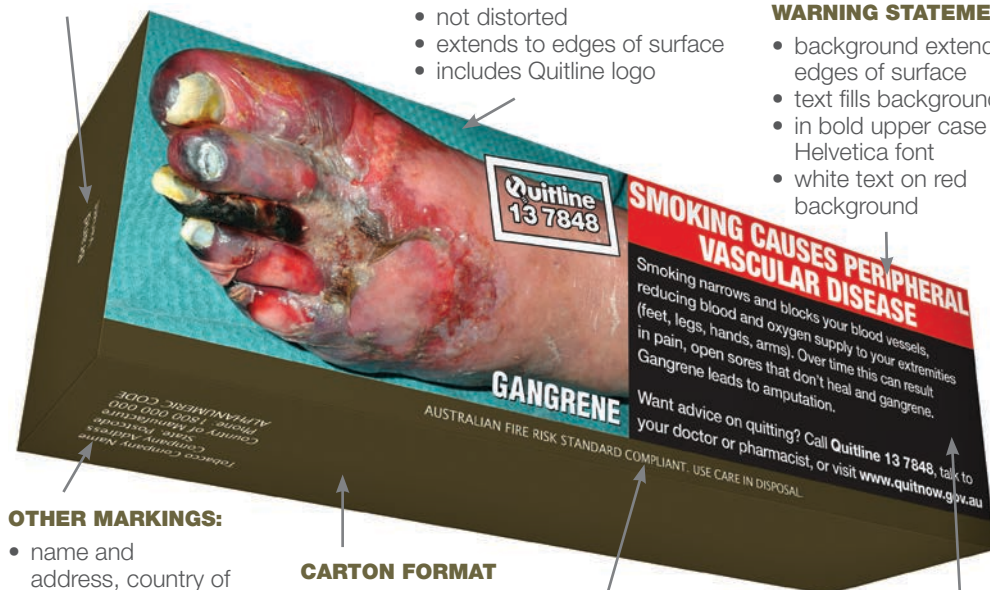
- cover at least **90%** of the back surface
- join without space between them

GRAPHIC:

- not distorted
- extends to edges of surface
- includes Quitline logo

WARNING STATEMENT:

- background extends to edges of surface
- text fills background
- in bold upper case Helvetica font
- white text on red background



OTHER MARKINGS:

- name and address, country of manufacture, contact number, alphanumeric code
- in Lucida Sans font
- no larger than 10 points in size
- in specified colours

CARTON FORMAT AND SURFACE:

- colour is Pantone 448C (a drab dark brown)
- matt finish
- made of rigid cardboard
- no embellishments

FIRE RISK STATEMENT:

- below health warning
- no larger than 10 points in size
- in upper case Lucida Sans font
- in Pantone Cool Gray 2C colour

NOTE:

This image illustrates the back surface health warning layout for horizontal cigarette cartons.

Vertical cigarette cartons must display the health warning on the back surface using this layout:

Warning statement
Graphic
Explanatory message

EXPLANATORY MESSAGE:

- background extends to edges of surface
- text fills background
- in Helvetica font
- in specified capitalisation and weighting
- white text on black background

LOOSE LEAF TOBACCO POUCH – FRONT

NOTE:

The graphic and warning statement must:

- cover at least **75%** of the front surface
- join without space between them

GRAPHIC:

- not distorted
- extends to edges of surface

WARNING STATEMENT:

- background extends to edges of surface
- text fills background
- in bold upper case Helvetica font
- white text on black background



POUCH FORMAT AND SURFACE:

- colour is Pantone 448C (a drab dark brown)
- matt finish
- no embellishments

BRAND AND VARIANT NAME:

- horizontal
- no larger than maximum sizes
- in Lucida Sans font
- in Pantone Cool Gray 2C colour
- in specified capitalisation

MEASUREMENT MARK:

- no larger than required size
- in Lucida Sans font
- in Pantone Cool Gray 2C colour

NOTE:

This image illustrates only one of the available front surface health warning layouts for horizontal pouches.

Horizontal pouches may also display the health warning on the front surface using this alternative layout:

Graphic	Warning statement	
---------	-------------------	--

Vertical pouches must display the health warning on the front surface using this layout:

Warning statement
Graphic

LOOSE LEAF TOBACCO POUCH – BACK

GRAPHIC:

- not distorted
- extends to edges of surface
- includes Quitline logo

WARNING STATEMENT:

- background extends to edges of surface
- text fills background
- in bold upper case Helvetica font
- white text on red background

NOTE:

The warning statement, graphic and explanatory message must:

- cover at least **75%** of the back surface
- join without space between them



NOTE:

An **information message** must be displayed in a rectangle at least 80mm by 25mm positioned either:

- in the centre of the inside surface of the flap, or
- in the centre of the surface under the flap, as close as possible to the top edge of the sealed inner pouch

The corresponding information message for this health warning, in the required colour and format, is below:

WARNING

The toxic chemicals from tobacco smoke can be found in your breath, urine and blood when you smoke.

CIGAR TUBE – FRONT

NOTE:

The warning statement must:

- be positioned lengthwise along the tube
- cover at least **95%** of the total length
- extend to at least **60%** of the circumference

The warning statement **can** be broken when the tube is opened.

WARNING STATEMENT:

- text fills background
- in bold upper case Helvetica font
- white text on black background



TUBE SURFACE:

- colour is Pantone 448C (a drab dark brown)
- matt finish

TUBE FORMAT:

- cylindrical and rigid
- may have tapered or rounded end(s)
- no embellishments

CIGAR TUBE – BACK

BAR CODE:

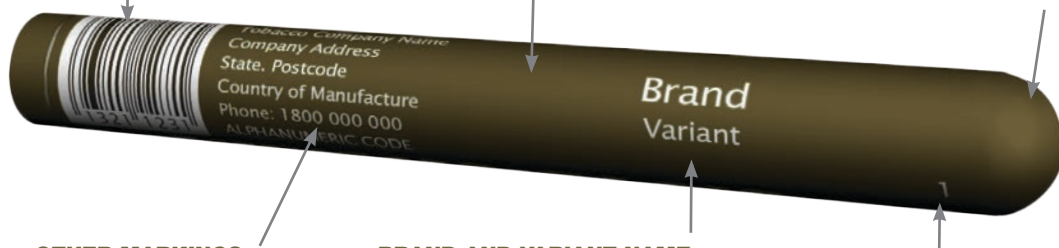
- rectangular
- black and white, or Pantone 448C and white

TUBE SURFACE:

- colour is Pantone 448C (a drab dark brown)
- matt finish

TUBE FORMAT:

- cylindrical and rigid
- may have tapered or rounded end(s)
- no embellishments



OTHER MARKINGS:

- name and address, country of manufacture, contact number, alphanumeric code
- in Lucida Sans font
- no larger than 10 points in size
- in specified colours

BRAND AND VARIANT NAME:

- lengthwise along tube immediately below health warning
- no larger than maximum sizes
- in Lucida Sans font
- in Pantone Cool Gray 2C colour
- in specified capitalisation

MEASUREMENT MARK:

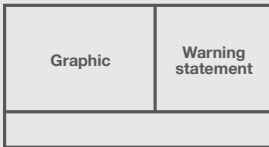
- no larger than required size
- in Lucida Sans font
- in Pantone Cool Gray 2C colour

CIGAR BOX – FRONT

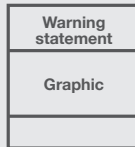
NOTE:

This image illustrates only one of the available front surface health warning layouts for horizontal cigar retail packaging.

Horizontal cigar retail packaging may also display the health warning on the front surface using this alternative layout:



Vertical cigar retail packaging must display the health warning on the front surface using this layout:



NOTE:

The graphic and warning statement must:

- cover at least **75%** of the front surface
- join without space between them

The only exception is for cigar packaging with a front surface area of 250cm² or more, in which case the graphic and warning statement must cover at least 188cm².

BOX FORMAT AND SURFACE (INCLUDING HINGES AND CLASPS):

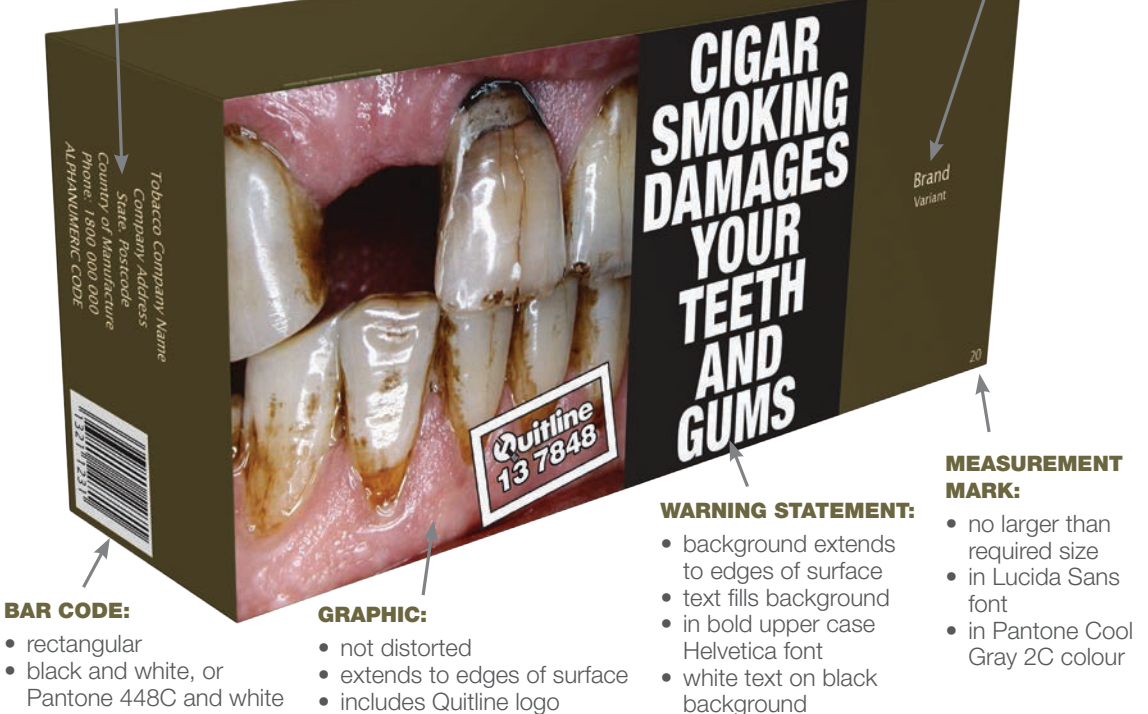
- colour is Pantone 448C (a drab dark brown)
- matt finish
- no embellishments

BRAND AND VARIANT NAME:

- horizontal
- no larger than maximum sizes
- in Lucida Sans font
- in Pantone Cool Gray 2C colour
- in specified capitalisation

OTHER MARKINGS:

- name and address, country of manufacture, contact number, alphanumeric code
- in Lucida Sans font
- no larger than 10 points in size
- in specified colours



BAR CODE:

- rectangular
- black and white, or Pantone 448C and white

GRAPHIC:

- not distorted
- extends to edges of surface
- includes Quitline logo

WARNING STATEMENT:

- background extends to edges of surface
- text fills background
- in bold upper case Helvetica font
- white text on black background

MEASUREMENT MARK:

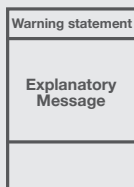
- no larger than required size
- in Lucida Sans font
- in Pantone Cool Gray 2C colour

CIGAR BOX – BACK

NOTE:

This image illustrates the back surface health warning layout for horizontal cigar retail packaging.

Vertical cigar retail packaging must display the health warning on the back surface using this layout:



NOTE:

The warning statement and explanatory message must:

- cover at least **75%** of the back surface
- join without space between them

The only exception is for cigar packaging with a back surface area of 250cm² or more, in which case the warning statement and explanatory message must cover at least 188cm².



WARNING STATEMENT:

- background extends to edges of surface
- text fills background
- in bold upper case Helvetica font
- white text on red background

EXPLANATORY MESSAGE:

- background extends to edges of surface
- text fills background
- in Helvetica font
- in specified capitalisation and weighting
- white text on black background

BOX FORMAT AND SURFACE (INCLUDING HINGES AND CLASPS):

- colour is Pantone 448C (a drab dark brown)
- matt finish
- no embellishments

BRAND AND VARIANT NAME:

- horizontal
- no larger than maximum sizes
- in Lucida Sans font
- in Pantone Cool Gray 2C colour
- in specified capitalisation

MEASUREMENT MARK:

- no larger than required size
- in Lucida Sans font
- in Pantone Cool Gray 2C colour

SMALL CIGAR TIN – FRONT

NOTE:

- The graphic and warning statement must:
- cover at least **75%** of the front surface
 - join without space between them



GRAPHIC:

- not distorted
- extends to edges of surface
- includes Quitline logo

TIN FORMAT AND SURFACE (INCLUDING HINGES AND CLASPS):

- colour is Pantone 448C (a drab dark brown)
- matt finish
- no embellishments

WARNING STATEMENT:

- background extends to edges of surface
- text fills background
- in bold upper case Helvetica font
- white text on black background

MEASUREMENT MARK:

- no larger than required size
- in Lucida Sans font
- in Pantone Cool Gray 2C colour

BRAND AND VARIANT NAME:

- horizontal
- no larger than maximum sizes
- in Lucida Sans font
- in Pantone Cool Gray 2C colour
- in specified capitalisation

NOTE:

If retail packaging is square, it may be treated as vertical or horizontal. Only one of the available front surface health warning layouts for **horizontal** cigar retail packaging is illustrated in this image.

Square cigar retail packaging may also display the health warning on the front surface using:

- this **alternative horizontal** layout:

Graphic	Warning statement	

- this **vertical** layout:

Warning statement
Graphic

SMALL CIGAR TIN – BACK

WARNING STATEMENT:

- background extends to edges of surface
- text fills background
- in bold upper case Helvetica font
- white text on red background

EXPLANATORY MESSAGE:

- background extends to edges of surface
- text fills background
- in Helvetica font
- in specified capitalisation and weighting
- white text on black background

NOTE:

The warning statement and explanatory message must:

- cover at least **75%** of the back surface
- join without space between them



BRAND AND VARIANT NAME:

- horizontal
- no larger than maximum sizes
- in Lucida Sans font
- in Pantone Cool Gray 2C colour
- in specified capitalisation

MEASUREMENT MARK:

- no larger than required size
- in Lucida Sans font
- in Pantone Cool Gray 2C colour

TIN FORMAT AND SURFACE (INCLUDING HINGES AND CLASPS):

- colour is Pantone 448C (a drab dark brown)
- matt finish
- no embellishments

BAR CODE:

- rectangular
- black and white, or Pantone 448C and white

OTHER MARKINGS:

- name and address, country of manufacture, contact number, alphanumeric code
- in Lucida Sans font
- no larger than 10 points in size
- in specified colours

NOTE:

If retail packaging is square, it may be treated as vertical or horizontal.

The back surface health warning layout for **horizontal** cigar retail packaging is illustrated in this image.

Square cigar retail packaging may also display the health warning on the back surface using this **vertical** layout:

Warning statement
Explanatory Message

LOOSE LEAF TOBACCO TIN – FRONT

NOTE:

The graphic and warning statement must:

- cover at least **60%** of the front surface
- join without space between them

MEASUREMENT MARK:

- no larger than required size
- in Lucida Sans font
- in Pantone Cool Gray 2C colour

WARNING STATEMENT:

- text fills background
- in bold upper case Helvetica font
- white text on black background

GRAPHIC:

- not distorted

TIN FORMAT AND SURFACE:

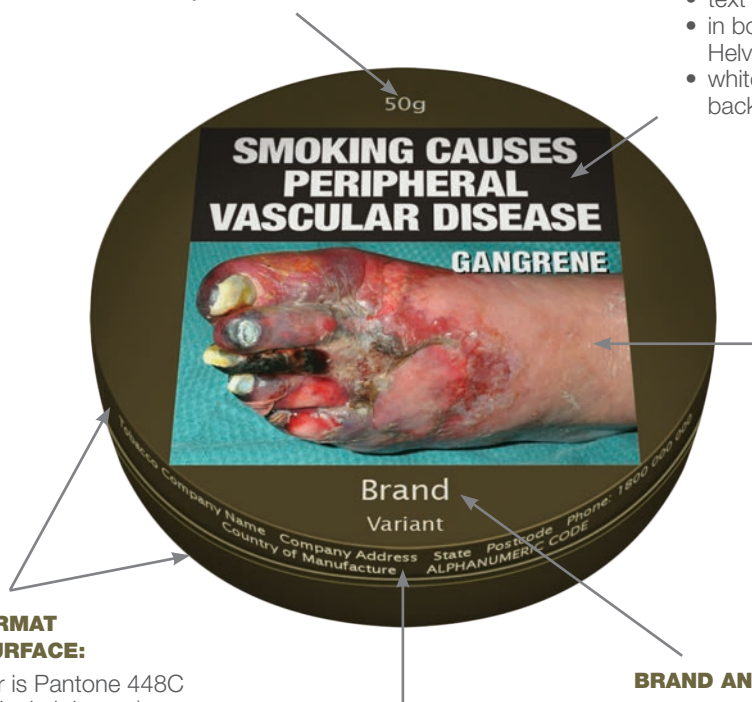
- colour is Pantone 448C (a drab dark brown)
- matt finish
- no embellishments

OTHER MARKINGS:

- name and address, country of manufacture, contact number, alphanumeric code
- in Lucida Sans font
- no larger than 10 points in size
- in specified colours

BRAND AND VARIANT NAME:

- horizontal and not above health warning
- no larger than maximum sizes
- in Lucida Sans font
- in Pantone Cool Gray 2C colour
- in specified capitalisation



LOOSE LEAF TOBACCO TIN – BACK

NOTE:

The warning statement and explanatory message must:

- cover at least **60%** of the back surface
- join without space between them

BAR CODE:

- rectangular
- black and white, or Pantone 448C and white

MEASUREMENT MARK:

- no larger than required size
- in Lucida Sans font
- in Pantone Cool Gray 2C colour

WARNING STATEMENT:

- text fills background
- in bold upper case Helvetica font
- white text on red background

TIN FORMAT AND SURFACE:

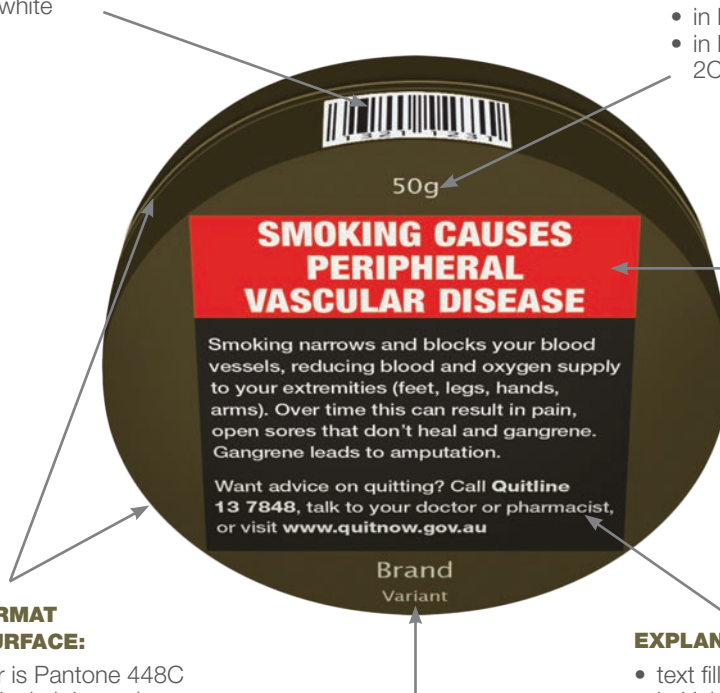
- colour is Pantone 448C (a drab dark brown)
- matt finish
- no embellishments

BRAND AND VARIANT NAME:

- horizontal and not above health warning
- no larger than maximum sizes
- in Lucida Sans font
- in Pantone Cool Gray 2C colour
- in specified capitalisation

EXPLANATORY MESSAGE:

- text fills background
- in Helvetica font
- in specified capitalisation and weighting
- white text on black background



KEY POINTS FOR RETAILERS AND OTHER SUPPLIERS OF TOBACCO PRODUCTS

NOTE: This is a guide only. It does not list all of the tobacco plain packaging requirements, and it does not list any of the health warning requirements.

For the complete tobacco plain packaging and updated health warning requirements, you must refer to the legislation (links are provided on page 3).

ALL RETAIL PACKAGING

PHYSICAL REQUIREMENTS:

- ☐ Packaging size is larger than the minimum dimensions (note: different dimensions apply to cigarette packs and cigar tubes – see below)
- ☐ Packaging is free from embellishments of any sort

COLOUR REQUIREMENTS:

- ☐ Outer surfaces of packaging are **Pantone 448C** – a drab dark brown (except for the health warnings and other permitted markings on the packaging)
- ☐ Inner surfaces of packaging are white or the colour of the packaging material in its natural state (note: different requirements apply to cigarette packs and cartons – see below)

MARKING REQUIREMENTS:

- ☐ Packaging is free from any markings other than the permitted markings. Permitted markings include:
 - Brand and variant name
 - Fire risk statements
 - Statements of measurement (e.g. the pack size or volume)
 - Name and address
 - Country of origin
 - Origin marks (alphanumeric codes and covert marks)
 - A bar code
 - A consumer contact telephone number
 - Calibration marks
- ☐ Permitted markings on the packaging meet the specifications on content and number of markings, colour, font, size and position

PLASTIC WRAPPER REQUIREMENTS:

- ☐ Wrapper is transparent and not coloured, and without embellishments
- ☐ Wrapper only displays permitted markings that meet the specifications on number of markings, colour, font, size and position
- ☐ Any tear strip on the wrapper meets the requirements as to colour, size and position

CIGARETTE PACKS ONLY – ADDITIONAL REQUIREMENTS

ADDITIONAL PHYSICAL REQUIREMENTS:

- ☐ Pack is made of rigid cardboard, with the only opening being a flip top lid hinged at the back
- ☐ Pack is rectangular
- ☐ Pack size falls within the minimum and maximum size restrictions
- ☐ If the lining of the pack is embossed, the embossing meets the requirements

ADDITIONAL COLOUR REQUIREMENTS:

- ☐ Inner surfaces of pack are white
- ☐ Lining of pack is silver coloured foil with a white paper backing

INSERTS AND ONSETS:

- ☐ The pack does not have anything inside it, other than the cigarettes (inserts)
- ☐ The pack does not have anything attached to it (onserts)

CIGARETTE CARTONS ONLY – ADDITIONAL REQUIREMENTS

ADDITIONAL PHYSICAL REQUIREMENTS:

- ☐ Carton is made of rigid cardboard
- ☐ Carton is rectangular

ADDITIONAL COLOUR REQUIREMENTS:

- ☐ Inner surfaces of carton are white

INSERTS AND ONSETS:

- ☐ The carton does not have anything inside it, other than the packs of cigarettes (inserts)
- ☐ The carton does not have anything attached to it (onserts)

NON-CIGARETTE TOBACCO PRODUCT PACKAGING ONLY – ADDITIONAL REQUIREMENTS

INSERTS AND ONSETS:

- ☐ The packaging does not have anything attached to it (onserts)
- ☐ If there are any things inside the packaging, other than the tobacco products or compliant tobacco product retail packaging, (inserts), they are:
 - used to avoid damage to the product during transportation or storage; and
 - either white or the colour of the packaging material in its natural state
- ☐ If there are any tabs for resealing primary packaging, they are either black, transparent and not coloured, or **Pantone 448C**

CIGAR TUBE ONLY– ADDITIONAL REQUIREMENTS

ADDITIONAL PHYSICAL REQUIREMENTS:

- ☐ Cigar tube is cylindrical and rigid (with or without tapered/rounded ends)
- ☐ Diameter of the cigar tube is at least 15 mm

CIGARETTE

COLOUR REQUIREMENTS:

- ☐ Cigarette paper is completely white, or white with an imitation cork tip
- ☐ Filter (actual filter, not paper covering filter) of the cigarette is white

MARKING REQUIREMENTS:

- ☐ Cigarette is free from any markings, except an optional black alphanumeric code in the required font, size, and position

CIGAR

CIGAR BAND COLOUR REQUIREMENTS:

- ☐ Cigar band is **Pantone 448C** – a drab dark brown (except for the permitted markings on the band)

CIGAR BAND MARKING REQUIREMENTS:

- ☐ Only markings on the band are the brand and variant name, country of origin, an alphanumeric code and covert marks
- ☐ Permitted markings on the band meet the specifications on number, colour, font, size and position

CIGAR BAND PHYSICAL REQUIREMENTS:

- ☐ No more than one cigar band is visible on the cigar
- ☐ If a plain packaged cigar band covers a non-compliant band or bands:
 - it completely covers the non-compliant band(s), and
 - it is fastened firmly to, and not easily removable from, the non-compliant band(s)

NOTE: This is a guide only. It does not list all of the tobacco plain packaging requirements, and it does not list any of the health warning requirements.

For the complete tobacco plain packaging and updated health warning requirements, you must refer to the legislation.

Links to the legislation are provided on page 3.

FURTHER INFORMATION

Further information on tobacco plain packaging requirements is available at **www.health.gov.au/tobaccopp**. Further information on these requirements for non-cigarette tobacco products, including cigars and shisha/waterpipe tobacco, is available in the *Tobacco Plain Packaging Your Guide: Supplement - Non-Cigarette Tobacco Products*, which includes a visual guide of what plain packaging may look like for different non-cigarette tobacco products and packaging formats.

Further information on health warning requirements is available at **www.productsafety.gov.au**. A supplier's guide to the health warning requirements, The Supplier Guide Product Safety: Tobacco product health warnings, is available at **<http://www.productsafety.gov.au/content/index.phtml/itemId/995029>**.

Further information on the measurement marking requirements is available at: **<http://www.measurement.gov.au/TradeMeasurement/Business/Pages/Pre-packagedGoods.aspx>**.

You should seek your own independent advice if you are unsure of your obligations under the tobacco plain packaging or health warnings legislation, or are having difficulty understanding the requirements.

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www.health.gov.au/tobaccopp

This document is to be used as a guide only and should not be relied upon as a source of legal advice. It is not a complete summary of the tobacco plain packaging and health warning requirements. You should obtain your own professional and legal advice in relation to the tobacco plain packaging and health warning requirements. All information in this publication is correct as at September 2014.