

Implementation date and additional rounds

2005, 2007, 2010, 2013

Package coverage

Health warnings are required to cover 85% of the front and 85% of the back of the package. Overall, 85% of the package space is appropriated to health warnings.

Rotation schedule and history

Warning labels must be rotated based on packaging. For instance, each of the 10 labels should appear on every 5,000 cigarette/cigar packs or cartons, and every 500 cigarette/cigar boxes or paper wraps. The law requires a new set of warning labels to be introduced every 24 months.

Thailand has produced four rounds of health warning labels. The first set of 6 health warnings was used from 2005 to 2006. A second set of 9 health warnings

was released in 2006 for implementation in 2007. A third set of 10 health warnings was released in 2009 for implementation in 2010, and a fourth set of 10 images was released and implemented in 2013.

Restrictions on misleading information

Misleading descriptors such as “light” and “mild” are prohibited from appearing on packages.

Special note

From 2005 to 2009, tobacco packages were required to have health warnings covering 50% of the front and 50% of the back of the package. Overall, 50% of the package space was appropriated to health warnings. From 2010 to 2012, tobacco packages were required to have health warnings covering 55% of the front and 55% of the back of the package. Overall, 55% of the package space was appropriated to health warnings.

WARNINGS

2013



Tobacco Labelling Resource Centre: Thailand. Waterloo, Ontario: Department of Health, University of Waterloo; 2010 [cited 2011 April 8]; Available from: <http://www.tobaccolabels.ca/healthwarningimages/country/thailand>.

WARNINGS

2010



WARNINGS

2007



WARNINGS

2005

