

Type of Tobacco Product(s)

Legislation applies to all tobacco products (smoked and smokeless).

Health Warning Labels

Type, Size and Location

Pictorial health warning labels (HWLs) are required to cover 75% of the front and back of the package. Overall, 75% of the principal display areas of the package are allocated to HWLs.

An additional text-only HWL is required on top of cigarette packages, on the sides (if square) or opposite surfaces (if cylindrical) of cigar and cheroot packages, and on the upper side of smokeless tobacco packages.

Content

The HWLs contain identical pictures and texts for both smoked and smokeless tobacco products. The contents of the HWLs address the effects of smoking and chewing tobacco, including mouth cancer, throat cancer, early aging, leg amputation, and premature birth. One HWL describes the impact of secondhand smoke, including asthma, pneumonia, nasal obstruction, acute ear infection, and allergies in children.

Language

Warning texts must be in Burmese, the principal language of the country.

Cessation Aid

No quitline phone number or government-sponsored website is required to be displayed on the package.

Number, Rotation Schedule and History

Myanmar has issued one round of pictorial HWLs:

All Tobacco Products		
Round (implementation year)	Number of HWLs	Size (%) average- front/back
R1 (2016-2025)	10	75 – 75/75

Each HWL should be displayed for 12 months before rotating to the next HWL in the series.

Constituents and Emissions Information

Cigarettes packs are required to display two qualitative (descriptive) constituents and emissions messages on the lateral sides of the package: “Cigarettes contain Nitrosamine, Benzopyrene and others which are the compounds that can cause cancer. Stop smoking,” and “Nicotine, tar and carbon monoxide contained in cigarettes can cause heart and lung failure. Stop smoking.”

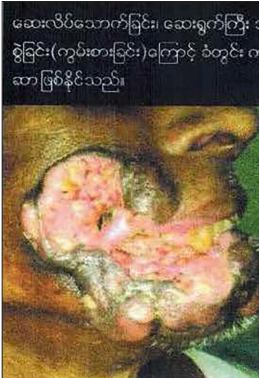
Prohibition on Misleading Packaging and Labeling

Misleading descriptors such as “low tar,” “light,” “ultra-light,” “mild,” and “safe” are prohibited from appearing on packages.

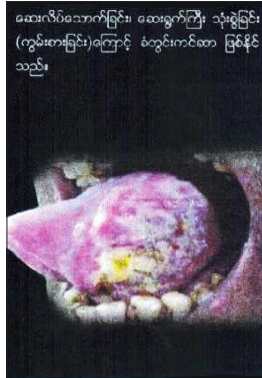
WARNINGS: 2016-2025

ALL TOBACCO PRODUCTS

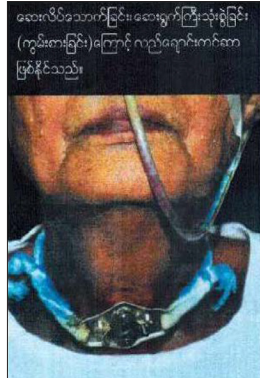
FRONT & BACK



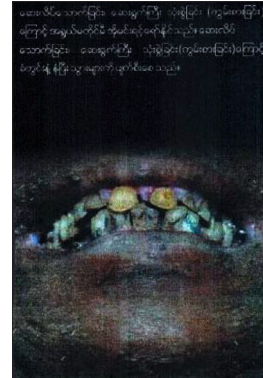
FRONT & BACK



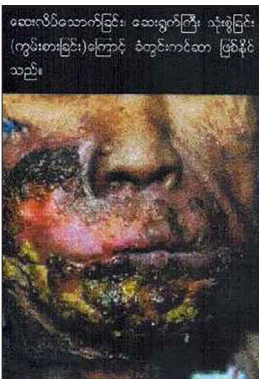
FRONT & BACK



FRONT & BACK



FRONT & BACK



FRONT & BACK



FRONT & BACK



FRONT & BACK



FRONT & BACK



FRONT & BACK



LATERAL



TOP

