



Folkhälsomyndigheten

Information about the new labelling requirements for tobacco products (Sweden)

The Public Health Agency of Sweden would like to inform you about the new rules for health warnings and combined health warnings on the packaging of tobacco products in Sweden as of 20 May 2016.

Detailed rules concerning the health warnings are provided in the Public Health Agency of Sweden's rules

Detailed rules on how the health warnings and combined health warnings on the packaging of tobacco products shall be designed will be available in Folkhälsomyndighetens föreskrifter om utformning av hälsovarningar och hälsovarningars placering på förpackningar av tobaksvaror. These rules will only be available in Swedish. The rules is adopted and will take effect on 20 May 2016, the rules have legal effect from that date and on.

Responsibility to provide health warnings and combined health warnings on packaging of tobacco products

Manufacturers and the importers of tobacco products are responsible to provide health warnings on packaging of tobacco products.

Packaging of cigarettes, roll-your-own tobacco and waterpipe tobacco should also be provided with combined health warnings, text warnings, specified picture and smoking cessation information. The Public Health Agency of Sweden will assist with pictures from the picture library of combined health warnings designed for the Swedish market.

For other tobacco products that do not require combined health warnings, the Public Health Agency of Sweden will not provide any further information than the ones provided in the rules.

Smoking cessation information for tobacco products for smoking

Packaging of tobacco for smoking shall include smoking cessation information. How the smoking cessation information should be formulated is provided in the rules.

The Public Health Agency of Sweden will provide the picture library of combined health warnings. The picture library will include the smoking cessation information. As a manufacturer or importer you are responsible that the packaging have a reference to the smoking cessation information.

For the tobacco for smoking that do not require combined health warnings, you as a manufacturer or importer are responsible that the packaging have a reference to the smoking cessation information, please see instructions in the rules.

Combined health warnings for cigarettes, roll-your-own tobacco and waterpipe tobacco

The combined health warnings are grouped in three sets. You will get access to these sets, in the form of files with high resolution pictures, by sending an e-mail to:

bildarkiv@folkhalsomyndigheten.se

The following information shall be provided in the e-mail in order to get access to the files:

- **Contact information**, first name, last name and email address
- **Confirm** that you need the combined health warning as you have products on the Swedish market that will require these warnings. You can either confirm this through “the reporting on tobacco products ingredients” that you previously have reported to us. Or you can confirm that you are going to manufacture cigarettes, roll-your-own tobacco and waterpipe tobacco for the Swedish market.

Access to the picture library will be provided via a web link, where you can download the combined health warning sets. You will need access to *Adobe Illustrator* to be able to open the files. Furthermore, access to the font *Neue Frutiger Condensed Bold* is required (article 5(b) Commission implementing decision (EU) 2015/1842 and authority's rules).

Note that the images may only be used in order to comply with the Public Health Agency of Sweden's rules, Folkhälsomyndighetens föreskrifter om utformning av hälsovarningar och hälsovarningars placering på förpackningar av tobaksvaror. We refer to the European Commission for questions regarding copyright and how the material may be used in other respects: SANTE-B2-TOBACCO-CONTROL@ec.europa.eu

Information on our website

We will be updating our website, <http://www.folkhalsomyndigheten.se/>, with information regarding changes in the tobacco act that is of importance for labelling, this will include examples of placement and design of health warnings on some packaging. We will update the website continuously with responses to received questions in order for everyone to have access to the current information.

If you have any questions regarding the Swedish tobacco regulation, please send them to:

tobakstillsyn@folkhalsomyndigheten.se