
Tobacco Plain Packaging

GLOBAL STATUS UPDATE



FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

SECRETARIAT



World Health
Organization

Tobacco Plain Packaging

GLOBAL STATUS UPDATE



FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

S E C R E T A R I A T



**World Health
Organization**

WHO/NMH/PND/NAC/18.9

© World Health Organization 2018

Some rights reserved. This work is available under the Creative Commons Attribution-NonCommercial-ShareAlike 3.0 IGO licence (CC BY-NC-SA 3.0 IGO; <https://creativecommons.org/licenses/by-nc-sa/3.0/igo>).

Under the terms of this licence, you may copy, redistribute and adapt the work for non-commercial purposes, provided the work is appropriately cited, as indicated below. In any use of this work, there should be no suggestion that WHO endorses any specific organization, products or services. The use of the WHO logo is not permitted. If you adapt the work, then you must license your work under the same or equivalent Creative Commons licence. If you create a translation of this work, you should add the following disclaimer along with the suggested citation: “This translation was not created by the World Health Organization (WHO). WHO is not responsible for the content or accuracy of this translation. The original English edition shall be the binding and authentic edition”.

Any mediation relating to disputes arising under the licence shall be conducted in accordance with the mediation rules of the World Intellectual Property Organization.

Suggested citation. Tobacco plain packaging: global status update. Geneva: World Health Organization; 2018 (WHO/NMH/PND/NAC/18.9). Licence: CC BY-NC-SA 3.0 IGO.

Cataloguing-in-Publication (CIP) data. CIP data are available at <http://apps.who.int/iris>.

Sales, rights and licensing. To purchase WHO publications, see <http://apps.who.int/bookorders>. To submit requests for commercial use and queries on rights and licensing, see <http://www.who.int/about/licensing>.

Third-party materials. If you wish to reuse material from this work that is attributed to a third party, such as tables, figures or images, it is your responsibility to determine whether permission is needed for that reuse and to obtain permission from the copyright holder. The risk of claims resulting from infringement of any third-party-owned component in the work rests solely with the user.

General disclaimers. The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of WHO concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted and dashed lines on maps represent approximate border lines for which there may not yet be full agreement.

The mention of specific companies or of certain manufacturers' products does not imply that they are endorsed or recommended by WHO in preference to others of a similar nature that are not mentioned. Errors and omissions excepted, the names of proprietary products are distinguished by initial capital letters.

All reasonable precautions have been taken by WHO to verify the information contained in this publication. However, the published material is being distributed without warranty of any kind, either expressed or implied. The responsibility for the interpretation and use of the material lies with the reader. In no event shall WHO be liable for damages arising from its use.

Contents

Executive summary	v
-------------------	---

Part 1. Introduction	1
-----------------------------	----------

Part 2. Global progress on implementation of tobacco plain packaging	3
---	----------

Part 3. Elements of plain packaging legislation	5
3.1 Enabling provisions	6
3.2 Objectives of plain packaging	6
3.3 Trademarks	6
3.4 Features to be standardized	7
3.4.1 Features of packaging to be standardized	7
3.4.2 Features of packaging to be prohibited	8
3.4.3 Features of products to be standardized	8

Part 4. Comparison of plain packaging laws	10
4.1 Standardized tobacco product packaging	13
4.2 Standardized appearance and labelling of tobacco products	14
4.3 Comparison of plain packaging laws in force	14
4.3.1 Commonalities	14
4.3.2 Differences	15
4.3.3 Comparison of standardized features of tobacco products	16

Part 5. Litigation	17
---------------------------	-----------

Annex: Examples of plain packaging of cigarettes	18
Endnotes	19

Executive summary

The World Health Organization Framework Convention on Tobacco Control (WHO FCTC)¹ obliges Parties to implement effective packaging and labelling measures (Article 11) and a comprehensive ban (or restrictions) on tobacco advertising, promotion and sponsorship (Article 13). Guidelines for the Implementation of Articles 11 and 13 recommend that Parties consider adopting plain packaging of tobacco products.

In 2012, Australia became the first country to require all tobacco products to be sold in plain packaging. Since then, France, Hungary, Ireland, New Zealand, Norway and the United Kingdom of Great Britain and Northern Ireland have implemented plain packaging laws, while Burkina Faso, Canada, Georgia, Romania, Slovenia and Thailand have passed enabling laws. As this update went to press, Uruguay also published plain packaging laws. A number of other governments have legislative proposals or publicly announced policy processes to introduce plain packaging.

Plain (or standardized) packaging is defined as “measures to restrict or prohibit the use of logos, colours, brand images or promotional information on packaging other than brand names and product names displayed in a standard colour and font style”.² The objectives of plain packaging include:

1. reducing the attractiveness of tobacco products;
2. eliminating tobacco packaging as a form of advertising and promotion;
3. eliminating misleading information by addressing package design techniques that may suggest that some products are less harmful than others; and
4. increasing the noticeability and effectiveness of health warnings.

These objectives contribute to the broader goal of protecting health by reducing demand for tobacco products.

Plain packaging is recommended to be introduced as part of a comprehensive approach to tobacco control, including large graphic health warnings and comprehensive bans on tobacco advertising, promotion and sponsorship. Plain packaging will not be able to solve the tobacco epidemic on its own, it should be introduced as part of a comprehensive tobacco control strategy, as proposed in the WHO FCTC.

Certain core elements form part of any plain packaging implementation strategy. This update provides:

- an overview of global progress on the implementation of plain packaging (Part 2);
- the key elements of plain packaging legislation (Part 3);
- a comparative analysis of the regulations of governments that have implemented plain packaging to date (Part 4);
- a brief outline of litigation to date on plain packaging laws (Part 5); and
- examples of plain packaging of cigarettes (Annex).

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_25579

