

Decree of the Ministry of Social Affairs and Health

amending the Decree of the Ministry of Social Affairs and Health on the labelling and other appearance of tobacco and related products and their unit packets

In accordance with the decision of the Ministry of Social Affairs and Health, sections 22a and 22b of the Decree of the Ministry of Social Affairs and Health on the labelling and other presentation of tobacco and related products and their unit packets (591/2016), as amended by Decree 296/2022, are *amended* and a new chapter 3c is *added* to the Decree as follows:

Chapter 3c

Permissible labelling and other presentation of smokeless nicotine products and their unit packets

Section 19i

Permissible labelling of unit packets of smokeless nicotine products

The labelling referred to in section 39a, subsection 3 of the Tobacco Act may be printed no more than once on two surfaces of a unit packet. The labelling shall be printed in the Helvetica font, which is matte and in the colour Pantone Cool Gray 2 C. The labels shall have a maximum point size of 10. However, the provisions of this subsection do not apply to the barcode of the unit packet.

The product name may not be printed on more than one row. The possible version name may not be printed on more than one row immediately below the product name. The text of the product name and any version name must be consistent with the labelling referred to in section 39a, subsection 1, paragraph 5 of the Tobacco Act. The labelling shall consist of lower-case letters, except for the first letter.

The barcode on the unit packet of a smokeless nicotine product is governed by the provisions of section 19a, subsection 3.

Section 19j

Other appearance elements of unit packets of smokeless nicotine products

The unit packet of a smokeless nicotine product must be:

- 1) in the shape of a straight circular cylinder;
- 2) Pantone 448 C in colour; the colour of the inside of the unit packet shall be Pantone 448 C or white;
- 3) plastic or cardboard with a smooth and matte surface.

The provisions of section 19b, subsection 4 apply to the wrapping and tear-off band of the unit packet of smokeless nicotine products.

Section 19k

Labelling and other presentation of the smokeless nicotine product

Smokeless nicotine products shall not be coloured. They shall have an even, matt surface and a uniform composition.

A smokeless nicotine product packaged in a pre-dosed unit must have the shape of a rectangle. The material of the dosing unit shall be white and shall not bear any markings.

Section 22a

Prohibition of highlighting of labelling

The labelling referred to in chapters 3a to 3c shall not be bold, italicised, underlined or otherwise highlighted.

Section 22b

Affixing product information labels

Instead of printing, the labelling referred to in section 32, subsection 3; section 36, subsection 4; section 36b, subsection 2; and section 39a, subsection 3 of the Tobacco Act may be affixed to unit packets with non-removable stickers.

This decree enters into force on [date] [month] 20xx.

Helsinki xx xx 20xx

Minister of ... First name Last name

Title First name Last name