

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, the title of chapter 2, section 20(3), and 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 sections 22a and 22b thereof are set out in Decree 296/2022, are *amended* and

a new section 14a and a new chapter 3c are *added* to the Decree as follows:

Chapter 2

Warning label for the unit packets of electronic cigarettes, refill containers and smokeless nicotine products

Section 14a

Warning label for the unit packets of smokeless nicotine products

The provisions of sections 11 to 14 on the warning label required for the unit packets of electronic cigarettes and refill containers also apply to the warning label required for unit packets of smokeless nicotine products under section 39a, subsection 1, paragraph 5 of the Tobacco Act (549/2016).

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) the colour shall be Pantone 448 C; 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 20

Affixing of the warning label

The warning labels referred to in chapter 1 above or in section 39a, subsection 1, paragraph 5 of the Tobacco Act shall not be obscured and they shall be fully visible. They may not obscure the price label or the text relating to the retail price referred to in section 11 of the Act on the Excise Duty on Tobacco. The warning labels referred to in chapter 1 above shall also not obscure or interfere with the legibility of the traceability markings and security features referred to in section 32, subsection 1, paragraph 2 of the Tobacco Act.

Section 22 a

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 Regulation enters into force on 1 February 2026. However, chapter 3c and sections 22a and 22b of this Regulation shall not enter into force until 1 August 2026.

Helsinki, 10 June 2025

Minister of Social Security Sanni Grahn-Laasonen

Reetta Honkanen, Senior Adviser