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DRAFT EAST AFRICAN STANDARD

Tobacco and tobacco products — General requirements for packaging and labelling

EAST AFRICAN COMMUNITY

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Foreword

Development of the East African Standards has been necessitated by the need for harmonizing requirements governing quality of products and services in the East African Community. It is envisaged that through harmonized standardization, trade barriers that are encountered when goods and services are exchanged within the Community will be removed.

The Community has established an East African Standards Committee (EASC) mandated to develop and issue East African Standards (EAS). The Committee is composed of representatives of the National Standards Bodies in Partner States, together with the representatives from the public and private sector organizations in the community.

East African Standards are developed through Technical Committees that are representative of key stakeholders including government, academia, consumer groups, private sector and other interested parties. Draft East African Standards are circulated to stakeholders through the National Standards Bodies in the Partner States. The comments received are discussed and incorporated before finalization of standards, in accordance with the Principles and procedures for development of East African Standards.

East African Standards are subject to review, to keep pace with technological advances. Users of the East African Standards are therefore expected to ensure that they always have the latest versions of the standards they are implementing.

The committee responsible for this document is Technical Committee EASC/TC 013, *Tobacco and tobacco products*.

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Tobacco and tobacco Products — General requirements for packaging and labelling

1 Scope

This draft East African Standard specifies general requirements for packaging and labelling of tobacco and tobacco products.

2 Normative references

There are no normative references in this document.

3 Terms and definitions

For the purposes of this standard, the following terms and definitions apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at <http://www.iso.org/obp>

3.1 Container

Any packaging of tobacco for delivery as a single item, whether by completely or partially enclosing the tobacco and includes wrappers. A container may enclose several units or types of packages when such is offered to the consumer

3.2 Label

Any tag, brand, mark, pictorial or other descriptive matter, written, printed, stencilled, marked, embossed or impressed on, or attached to, a container of tobacco

3.3 Labelling

Any written, printed or graphic matter that is present on the label, accompanies the tobacco product, including health warning

3.4 Package

Container such as box, casket, tin, case, sack, receptacle, bag, wrapper (in its original form) or any other material in which an article of tobacco is placed or packed

3.5 Batch/Lot

Definitive quantity of a commodity produced essentially under the same conditions

3.6 Date of manufacture/date code

Date on which the tobacco product was produced

3.7 Smokeless tobacco products

any tobacco products that are used by means other than smoking, and including chewing, sniffing, placing the product between the teeth and gum and application to the skin.

3.8 Tobacco product

Any product made or derived from tobacco, that is intended for smoking, sucking, chewing, snuffing or by any other means

3.9 Tobacco additives

any substance, other than tobacco leaf and other tobacco plant parts, that is intentionally added to a tobacco product during manufacture in accordance with products specifications and is still present and having a function in the finished product. This includes flavors, preservatives, humectants and binders.”

3.10 Promotion

a representation, including an advertisement, whether direct or indirect, including any communication of information about a product or service and its price and distribution, that can influence or is likely to influence and shape attitudes, beliefs and behaviour about the product or service, or that is intended to or has the

effect of inducing consumers to use tobacco products, underestimate the dangers of tobacco consumption, or create recognition of or goodwill for the tobacco manufacturer.

4 General principles

4.1 A package shall not be labelled by any means including a term, descriptor, trademark, picture, figurative or other sign that is false, misleading, deceptive or likely to directly or indirectly create an erroneous impression about the products' characteristics, health effect, hazards or emissions.

4.2 Tobacco products packages shall display text and/or pictorial health warning in accordance with respective partner states regulations.

5 Packaging requirements

Tobacco and tobacco products shall be packed in packaging materials that are clean, dry, airtight, good condition, free from insects and fungal manifestations and shall be able to preserve the quality and integrity of products.

6 Mandatory labelling of tobacco products

6.1 Name of the product/ brand name

6.1.1 The name of the tobacco product shall be declared on the label.

6.1.2 The name shall indicate the true nature of the tobacco products and shall be specific and not generic.

6.1.3 The product name shall not cause confusion with the name of an existing tobacco products or mislead as to the composition of the product or the use;

6.1.4 The product name shall not convey a promotional message with respect to its use or characteristics and/or the composition of the tobacco product.

6.1.5 Product name shall not be offensive or have an inappropriate connotation in any of the official or native languages.

6.1.6 "brand name" or "trade mark" may be used provided it accompanies name of the product.

6.2 List of ingredients

6.2.1 Nicotine present in the tobacco products shall be declared.

6.2.2 Tobacco additive/ flavour used shall be declared and shall be food grade complying to Codex Stan 192

6.3 Net contents

6.3.1 The net contents shall be declared in the metric system ("Système International" units) or number of products present in the packages.

6.3.2 Declaration of the net content shall be in accordance with the relevant national Weights and Measure legislations.

6.3.3 Nicotine and/or tar content in the tobacco products shall be declared.

6.4 Name and physical address

The name and physical address of the manufacturer, packer, distributor, importer, exporter of the tobacco products shall be declared.

6.5 Country of origin

6.5.1 The country of origin of the tobacco product shall be declared.

6.5.2 When a tobacco product undergoes processing in a second country, which changes its nature, the country in which the processing is performed shall be considered to be the country of origin for the purposes of labelling.

6.6 Health Warning

6.6.1 Health warnings, messages and principal display areas on tobacco product packaging and labelling shall be in accordance with respective partner states regulations.

6.6.2 A health warning shall not be capable of being distorted, damaged, concealed, obliterated, removed or rendered unreadable when the package on which it is printed is opened.

6.6.3 Health warnings and messages shall appear on each unit packet and package of tobacco products, as well as on any outside packaging of such products.

6.6.4 Tobacco products shall bear the text of health warning and messages printed in bold and easily legible font size, specified style and colour(s) that enhance overall visibility and legibility in accordance to the tobacco regulation of respective partner states.

6.7 Lot/batch Identification

Each packaging shall be embossed or otherwise indelible marked in code or in clear to identify the producing factory and the lot/batch

6.8 Storage instructions

Any special conditions for the storage of the tobacco product shall be declared on the label.

6.9 Instructions for use

6.9.1 Instructions for use, where applicable, shall be included on the label, as necessary, to ensure correct utilization of the tobacco products.

6.9.2 Where the packaging is covered by a wrapper, the wrapper shall carry the necessary information or the label on the container shall be readily legible through the outer wrapper or not obscured by it.

6.10 Language

The language shall be English and/or any other official language used in the importing East African Partner State.

Bibliography

[1] Kenyan, The tobacco control Act, 2007

[2] Uganda, The tobacco control Act, 2015

[3] United Republic of Tanzania, The tobacco control Act, 2014

