

Type of Tobacco Product(s)

Legislation applies to all tobacco products (smoked and smokeless).

Health Warning Labels*Type, Size and Location*

Pictorial health warning labels (HWLs) are required to cover 50% of the front and 50% of the back of the package. Overall, 50% of the principal display areas of the package are allocated to HWLs.

Content

The HWLs contain identical pictures and texts for both smoked and smokeless tobacco products. However, the pictures and texts address only the effects of smoking, including bad breath and bad teeth, lung cancer, cardiovascular disease, throat and larynx cancer, harm to unborn babies and children, and death. There is no specific content for smokeless tobacco products.

Language

Health warning texts must be in Vietnamese, the principal language of the country.

Cessation Aid

No quitline phone number or government-sponsored website is required to be displayed on the package.

Number, Rotation Schedule and History

Viet Nam has issued one round of pictorial HWLs:

All Tobacco Products		
Round (implementation year)	Number of HWLs	Size (%) average— front/back
R1 (2013)	6	50— 50/50

Health warnings in each round are required to rotate for a period of 24 months.

Constituents and Emissions Information

No message is required to display qualitative (descriptive) constituents and emissions information on the package.

Prohibition on Misleading Packaging and Labeling

Misleading descriptors such as “low tar”, “light”, “ultra light”, and “mild” are prohibited from appearing on packages. However, exceptions apply to brand names registered as intellectual property prior to the enactment of the law in May 2013.

Additional notes

New HWLs haven't been issued since 2013 despite a two-year rotation period.

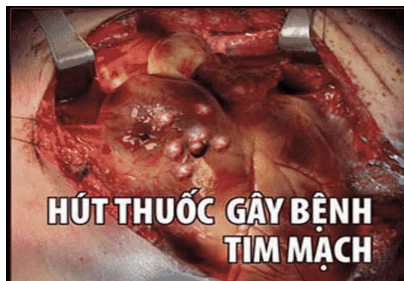
WARNINGS: 2013

TOBACCO PRODUCTS

FRONT / BACK



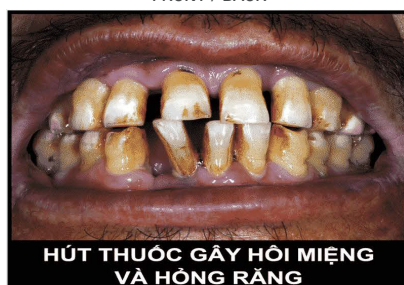
FRONT / BACK



FRONT / BACK



FRONT / BACK



FRONT / BACK



FRONT / BACK

