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### **SINGAPORE ENHANCES TOBACCO CONTROL MEASURES**

To protect public health and reduce tobacco consumption, the Ministry of Health (MOH) has put in place a suite of enhanced tobacco control measures. These include the coming into force of amendments to the Tobacco (Control of Advertisements and Sale) Act (TCASA) on 1 August 2016. Retailers will have a one-year grace period before the Point-of-Sale Display Ban on Tobacco Products takes effect in August 2017. The previously announced bans on emerging tobacco products and shisha will also take effect from 1 August 2016.

2. The TCASA amendments, which were passed in Parliament in March this year, aim to discourage tobacco consumption and better protect Singaporeans from the adverse health effects of tobacco. The amendments are in line with international developments, with the aim of enhancing Singapore's tobacco control policies.

#### **POINT-OF-SALE DISPLAY BAN ON TOBACCO PRODUCTS**

3. Under the amended TCASA, the point-of-sale display of tobacco products will be banned. The ban aims to reduce the exposure of non-smokers, especially the youth, to the advertising effect of tobacco product displays, and to help current smokers attempting to quit by minimising the impulse purchase of tobacco products.

4. General tobacco retailers will be required to use plain, undecorated storage devices to keep tobacco products within their premises out of the direct line of sight of the public and potential customers. A text-only price list, which must fulfil MOH's requirements, may be shown, but only upon customers' request.

5. Tobacco retailers will be given a one-year grace period before the ban takes effect on 1 August 2017.

#### **OTHER CONTROL MEASURES TIGHTENED UNDER TCASA 2016**

6. Globally, there has been a marked increase in the popularity of electronic nicotine delivery systems (ENDS) or e-cigarettes, especially among young people. The amended TCASA extends the existing restrictions on e-cigarettes beyond those which resemble conventional cigarettes, to include newer varieties which do not necessarily bear a physical resemblance to cigarettes or other tobacco products. The component parts of such products will also be banned to prevent retailers from importing them and reassembling them locally for sale.

7. The existing prohibition on advertisements for tobacco products will also be extended to cover advertising for e-cigarettes and similar products.

8. In addition, with the increasing use of the Internet for tobacco commerce and advertising, the ban on advertising for tobacco products, e-cigarettes and similar products will also be extended to advertisements published electronically. Advertisements and sales promotions originating from Singapore, whether targeting local or foreign audiences, and advertisements from outside Singapore which can be accessed by persons physically in Singapore, will now be banned. Customer loyalty programmes and promotional schemes involving tobacco products are also not allowed.

9. Other amendments on licensing and enforcement have been made to the Act to enhance its clarity and the effectiveness of implementation.

## **SECOND PHASE OF BAN ON EMERGING TOBACCO PRODUCTS**

10. MOH had announced on 15 June 2015 a ban on emerging tobacco products as a pre-emptive measure to protect public health against the known and potential harms of such products. The first phase of the ban, which took effect on 15 December 2015, had prohibited the following emerging tobacco products, which were not already available in Singapore:

- Smokeless cigars, smokeless cigarillos or smokeless cigarettes;
- Dissolvable tobacco or nicotine;
- Any product containing nicotine or tobacco that may be used topically for application, by implant, or injected into any part of the body; and
- Any solution or substance of which tobacco or nicotine is a constituent that is intended to be used with e-cigarettes.

11. The second phase of the ban, which will come into effect from 1 August 2016, bans all emerging tobacco products available in Singapore, including:

- Nasal snuff;
- Oral snuff, including snus; and
- Gutkha, khaini and zarda.

12. Importers and retailers were given a notice period which began from 15 June 2015 to adjust their operating models away from dealing with such products, and deplete their existing stocks. With the implementation of the second phase of the ban, all licensed tobacco importers, wholesalers and retailers will be prohibited from importing, wholesaling or retailing all forms of emerging tobacco products.

## **END OF GRACE PERIOD FOR BAN ON SHISHA**

13. Shisha has been banned in Singapore since 28 November 2014. However, as a transitional measure, existing licensed tobacco importers and retailers who imported or sold shisha tobacco were allowed to continue doing so until 31 July 2016. This was intended to provide them with ample time to deplete their stock and restructure their businesses away from dealing in shisha.

14. The grace period will end with effect from 1 August 2016. Thereafter, existing licensed tobacco importers and retailers who import or sell shisha tobacco will be prohibited from importing, wholesaling or retailing shisha tobacco.

15. Any person who contravenes either the ban on emerging tobacco products or the ban on shisha shall be liable to a fine of up to \$10,000, imprisonment of up to 6 months or both, and in the case of a second or subsequent conviction, a fine of up to \$20,000, imprisonment of up to 12 months or both.

16. Members of the public who have information on the import, distribution, sale or offer for sale of emerging tobacco products or shisha may call the reporting line (Tel: 6684 2036 or 6684 2037) during office hours.

17. MOH remains committed to lowering smoking prevalence in Singapore through a multipronged approach towards tackling tobacco use, including public education, restrictions on tobacco advertising, easy access to smoking cessation services, prohibiting smoking in public places, and taxation.

**MINISTRY OF HEALTH & HEALTH SCIENCES AUTHORITY**  
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