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**INDUSTRY STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

YC/T 200-2006

**Naming rule for cigarettes
(English Translation)**

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Foreword

Appendix A of this standard is an informative annex.

This standard was proposed by the State Tobacco Monopoly Bureau.

This standard is under the jurisdiction of the National Tobacco Standardization Technical Committee (TC144).

This standard was drafted. China Tobacco Standardization Research Center.

1 Scope

This standard specifies the rules for the preparation of cigarette names.

This standard applies to all types of cigarettes delivered by various information platforms and reports in the industry.

2 Cigarette name

2.1

The name of the cigarette should be a combination of the name and characteristics of the cigarette brand, and its expression is "cigarette brand name (character expression)" the brackets are half-width characters.

2.2 "Character Expression" is generally optional, but "feature representation" is mandatory when the same cigarette brand has two or more products.

2.3

The same cigarette product should have the same name in all kinds of information platforms and statements in the industry.

3 Cigarette brand name

The name of the cigarette brand shall be the name of the registered trademark; the trademark registered with the visibility mark such as words, letters, numbers, graphics, or the like, the name of the trademark shall be subject to the Chinese name; if the registered trademark has no Chinese characters, the Chinese translation shall be in accordance with the Chinese translation. Authorized by the country (outside) or mainly the name of the cigarette brand that the original excipients are produced in China but repurchased by the entrusting party outside the country (the territory) shall be subject to the Chinese name stipulated in the contract.

4 Feature Description

The feature representation is a description that clearly distinguishes the product from the style characteristics of other products of the same grade and should meet the following requirements.

4.1

should have a corresponding relationship with the style and decoration of the product.

4.2

Specification Chinese, Pinyin, Arabic numerals or combinations thereof should be used; the length of the characters in parentheses should not exceed 16 half-widths (or 8 full-width corners, should be expressed with as few characters as possible; should not contain characters such as ":", "-", "_", """; if you want to use Chinese Pinyin letters and A Rab numbers should be expressed in half-width characters.

4.3

One or more of the following six items should be selected in order.

4.3.1 Packaging form

"soft", "hard", "listen", "plastic", "ritual", "extra", "strip", etc. should be used, and the following terms should not be used (not in the form of packaging but other Except for meaning). cover, flip, hard flip, full, all-inclusive, card, full hard, full soft, hard bag, soft bag.

4.3.2 Packaging color

The large-scale decorative background of the box (strip) should be used, or the decorative color that reflects the style characteristics of the product.

4.3.3 Box tar amount

"x mg" should be used; where x represents Arabic numerals.

4.3.4 Packing quantity

"x?", "x?" should be used; where x represents Arabic numerals.

4.3.5 Total cigarette length or filter length

"x mm" should be used; where x represents Arabic numerals.

4.3.6 Other

Use terms that reflect the style or decor of the product. The following terms should not be used.

--- "Health care", "effect", "safe", "environmental protection", "low-hazard" and other efficacy indicators of cigarettes;

--- "Light taste", "super light taste", "soft" and other cigarette quality description terms;

--- "Medium and low tar", "low tar", "low tar content" and other terms;