



Tobacco Control  
Data Initiative



DEVELOPMENT  
GATEWAY  
An IREX Venture



TCDI



WHO FCTC

## SUMMARY OF KEY RECOMMENDATIONS OF ARTICLE 9

Article 9 of the WHO FCTC focuses on regulating the contents and emissions of tobacco products to reduce their attractiveness, addictiveness, and toxicity. It calls for governments to ensure transparency by requiring tobacco companies to disclose ingredients, design, ownership, and sales data.

- The guidelines also recommend the following measures :



**Testing and Measuring:** Parties should adopt measures for the testing and measuring of tobacco product contents and emissions.



**Prohibition of Attractive Ingredients:** Ingredients that enhance the attractiveness of tobacco products (e.g., flavoring agents, sweeteners, spices) should be prohibited or restricted.



**Regulation of Addictiveness and Toxicity:** Guidelines on reducing addictiveness and toxicity are to be developed.



**Fire Safety Standards:** Implement reduced ignition propensity (RIP) standards for cigarettes to minimize fire risks.