



# Supporting Health Canada Labelling Regulations

## What is Plain Language Labelling (PLL)?

Health Canada recently introduced Plain Language Labelling (PLL) Regulations to improve the safe and effective use of non-prescription drugs by making outer packaging easier to read and understand.

Implementation for this directive is multi-phased – regulations have already come into force for non-prescription drugs, while similar regulations are expected for natural health products.

Importantly, PLL Regulations have a significant impact on packaging formats.

## Impacts on package design

Brand owners must make significant changes to format, content and design of outer packaging for non-prescription drug products to comply with existing regulations, resulting in increased costs, raw material usage and product complexity:

- Adding a new Canadian Drug Facts Table in both English and French that lists ingredients and amounts of each
- Including Canadian contact information, route of administration, warnings, disposal and storage instructions
- Modifying font sizes and styles
- Including specific headings and sub-headings ... and more

## PLL implementation

### NON-PRESCRIPTION DRUGS

**June 13, 2017**

All non-prescription drug applications filed after this date must be in compliance

**June 30, 2021**

All non-prescription drugs must be in full compliance at the retail level

### NATURAL HEALTH PRODUCTS

**2019**

Regulations to be drafted and finalized for natural health products

**~ 2025-2027**

Full compliance of natural health products at the retail level (estimated five to seven years following finalized regulations)

## How do labelling regulations measure up?

The modifications necessary to comply with PLL regulations could have a significant impact on the size of product packaging.

We work closely with customers to modify packaging formats and designs appropriately, while also maintaining a similar overall footprint to minimize impact of changes at the retail level.

**BEFORE**

**AFTER**



The "footprint" of this folding carton packaging significantly increases after incorporating compliant content and design

## How Jones can help

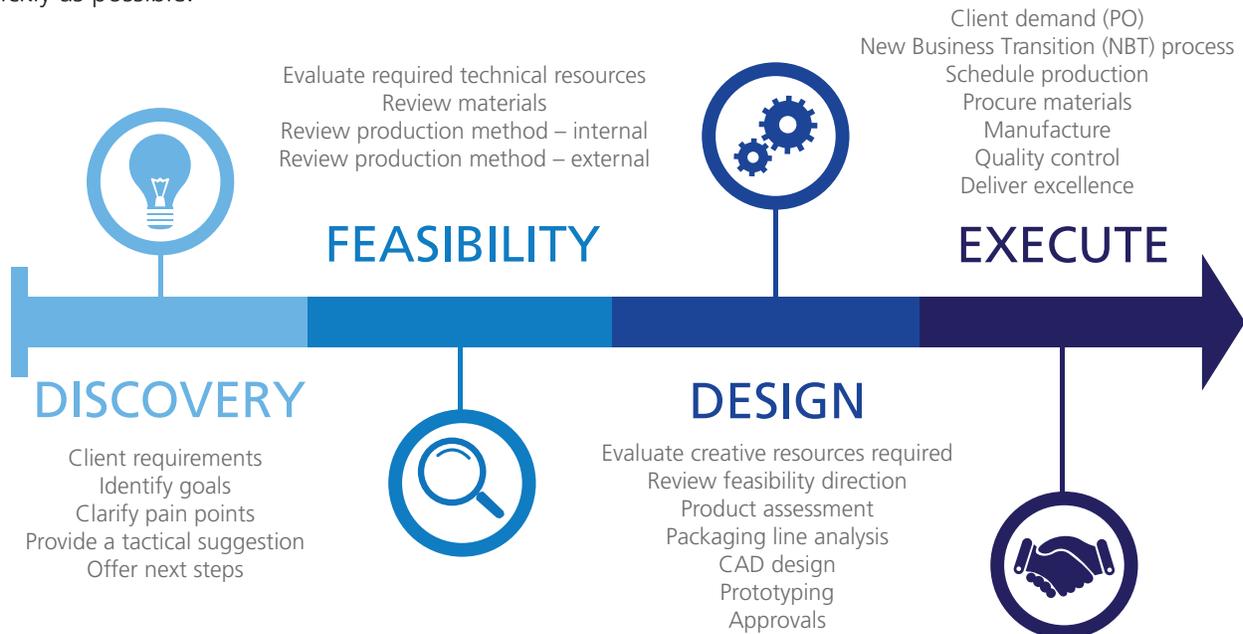
The process to comply with PLL Regulations is complicated. At Jones, we partner with our customers to help create the best packaging solutions, while minimizing cost and supply chain impacts:

- Diagnostic PLL packaging development and revision process
- Market-ready PLL carton solution available (sample shown right) with fully tested pressure-sensitive adhesive and coatings for PLL applications
- Full project management
- Turnkey packaging solutions including folding cartons, labels, leaflets, pouching, blistering, vial filling and secondary packaging services, including applying labels to folding cartons
- In-house graphic design and structural development
- Packaging services in a Health Canada approved and FDA registered and inspected GMP facility with 18 class 100,000 clean rooms
- Packaging line support and consultation
- Proven track record of quality and delivery
- Relationships with leading Canadian contract manufacturing organizations
- Connection with key regulatory bodies including Consumer Health Products (CHP) Canada and Health Canada



## Our process

Our integrated packaging offering means we can take your packaging from concept to consumer. Our process falls into four key stages – discovery, feasibility, design and execution – to ensure your PLL packaging is consumer-ready as quickly as possible:



Contact us for more information about our PLL solutions and why you should trust your packaging business to Jones.



3000 Page Street . London, ON, Canada . N5V 5H3 . T: 519.451.2100 . TF: 800.265.9093 . F: 519.451.2107

[www.jonespackaging.com](http://www.jonespackaging.com)