

Brazil

Tobacco Policy Status

SMOKE-FREE ENVIRONMENTS: In Brazil, only public transport is completely smoke-free. The national law partially restricts smoking in public places, however sub-national jurisdictions have the authority to completely ban smoking. The states of Sao Paulo, Rio de Janeiro Paraíba, Amazonas, Rondônia, Roraima and Parana have enacted comprehensive smoking bans.

BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP: Brazil bans tobacco product sponsorship of cultural and sporting events and most forms of direct advertising and promotion. Tobacco companies are still able to advertise through point-of-sale advertisements and promotional discounts.

HEALTH WARNINGS ON TOBACCO PACKAGES: Tobacco products must carry a graphic warning covering 100 percent of one side of a package. In practice, graphic health warnings appear on the back side of packages. Brazil was the first country in the world to ban misleading descriptors such as “light” and “low-tar.”

TOBACCO TAXATION AND PRICES: Despite a recent increase, tobacco taxes in Brazil remain low and do not meet the World Bank’s recommendation that tobacco taxes should make up two-thirds to four-fifths of retail price.

Tobacco Control Policies

SMOKE-FREE ENVIRONMENTS – COMPLETE SMOKING BANS				
Health-care facilities	No	Indoor offices	No	
Educational facilities, except universities	No	Public transport	Yes	
Universities	No	Restaurants	No	
Governmental facilities	No	Pubs and bars	No	
Do sub-national jurisdictions have the authority to adopt laws that completely ban tobacco smoking?			Yes	
BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP				
National TV and radio	Yes	Free distribution	Yes	
International TV and radio	No	Promotional discounts	No	
Local magazines/newspapers	Yes	Non-tobacco products with tobacco names	Yes	
International magazines/newspapers	No	Non-tobacco brand used for tobacco product	No	
Billboards and outdoor advertising	Yes	Appearance of tobacco products in TV and/or films	No	
Point-of-sale	No	Sponsored events	Yes	
Internet	Yes			
HEALTH WARNINGS ON TOBACCO PACKAGES				
Law mandates specific warnings	Yes	Number of approved warnings	10	
Warnings describe harmful effects of tobacco use	Yes	Warnings required to rotate	Yes	
Warnings include a picture or graphic	Yes	Warnings are written in the principal language(s)	Yes	
% of principal display areas covered (front and back)	50%	Warnings have mandated font style, font size and color	Yes	
Front	0%	Ban on misleading descriptors	Yes	
Back	100			
TOBACCO TAXATION AND PRICE				
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES			TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)*	
In currency reported by country	BRL	3.25	Total taxes	60%
In US\$ at official exchange rate	USD	1.84	Total excise (specific and ad valorem)	26%
			Value added tax (VAT)	34%

* Individual categories of tax may not add to total due to rounding

Sources:

WHO Report on the Global Tobacco Epidemic 2011 available from: <http://who.int/tobacco>