

Implementation date and additional rounds

2010 and 2015

Tobacco products package coverage and location

Graphic health warnings are required to cover the top 85% of the front and 85% of the back of the package. Overall, 85% of the package space is allocated to health warnings.

Misleading information

No misleading information is prohibited from appearing on tobacco packaging.

Constituents and emissions information

No message is required to display qualitative (descriptive) constituents and emissions information on tobacco packaging.

Special notes

Legislation applies only to cigarettes packages and cartons and does not extend to any other tobacco products.

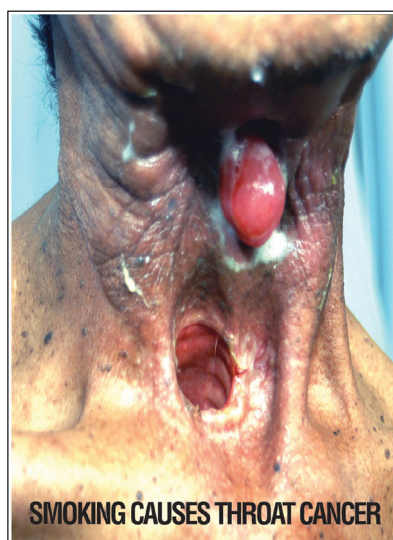
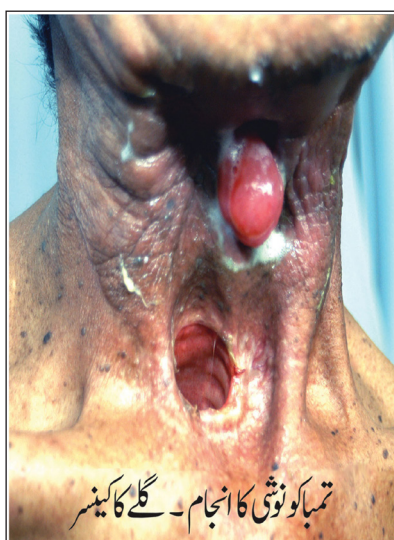
Rotation schedule, history, language, and help for smoking cessation

Pakistan has produced two rounds of graphic health warning labels:

Round (Year)	Number	Size (%) [average— front/back]
R1 (2010)	1	40— 40/40
R2 (2015)	1	85— 85/85

The warning within each round is rotated for a period of one year. Since Round 2 in 2015, the size of the warning increased from 40% to 85% of the principal display areas. Warning texts must be in Urdu (front) and English (back), the principal languages of the country. No quitline phone number or government-sponsored website is required to be displayed on the package.

WARNINGS: 2015



WARNINGS: 2010



تمباکو نوشی کا انجام - منہ کا کینسر
وزارت صحت



Smoking causes mouth cancer -
Ministry of Health