PICTORIAL WARNING LABELS
BY COUNTRY AND JURISDICTION

WARNING

CAMPAIGN FOR TOBACCO-FREE KIDS
Research shows that pictorial warning labels increase knowledge about risks associated with smoking and can persuade smokers to quit.\textsuperscript{1, 2}

Many countries and jurisdictions have implemented policies that require pictorial warning labels on cigarette packages, based on recommendations outlined in the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC).\textsuperscript{3, 4}


# PICTORIAL WARNING LABELS

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</table>

**NOTE:** This document only includes current images from countries or jurisdictions (organized by WHO regions) that have implemented pictorial warning labels, as required by their national tobacco control law, with at least the 30% total coverage recommended by the FCTC. Countries or jurisdictions with optional pictorial warning laws, or whose warnings cover less than 30% of the overall package space, have been excluded. We define “implementation date” as the actual date pictorial warning labels are visible on tobacco packs at the point of purchase (versus the designated government implementation date, which sometimes is subject to change).
DJIBOUTI

Implementation date and additional rounds
2009

Package coverage
Health warnings are required to cover 50% of the front and 50% of the back of the package. Overall, 50% of the package space is appropriated to health warnings. The text of the warnings is in French on one side of the package and Arabic on the other.

Rotation schedule and history
Nine warnings are used on cigarette packages.

Restrictions on misleading information
Unspecified.
MAURITIUS

Implementation date and additional rounds
2009

Package coverage
Health warnings are required to cover 60% of the front and 70% of the back of the package. Overall, 65% of the package space is appropriated to health warnings. The text of the warnings is in French on the front of the package and English on the back.

Rotation schedule and history
Eight warnings are used on cigarette packages.

Restrictions on misleading information
Unspecified.

Special notes
The original legislation on pack warnings required that they cover 40% of the front and 90% of the back (65% overall). In 2009, an amendment was passed changing the package coverage to 60% of the front and 70% of the back (65% overall). However, in practice, warning labels remain at 40% front and 90% back.
AMERICAS REGION

BRAZIL

Implementation date and additional rounds

Package coverage
Health warnings are required to cover 100% of either the front or back of the package. Overall, 50% of the package space is appropriated to health warnings.

Rotation schedule and history
Brazil has produced three rounds of health warning labels. The first set of nine health warnings was used from 2002 to 2004. A second set of 10 health warnings was used from 2004 to 2008. A third set of 10 images was implemented in 2009. Warnings within each set are required to be used simultaneously or consecutively.

Restrictions on misleading information
Misleading descriptors such as “light” and “mild” are prohibited from appearing on packages.

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2009 WARNINGS

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2004 WARNINGS

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CANADA

Implementation date and additional rounds
2001

Package coverage
Health warnings are required to cover 50% of the front and 50% of the back of the package. Overall, 50% of the package space is appropriated to health warnings. The warning label must also appear on the inside of each cigarette package, either on the side or on an insert. The text of the warnings is in English on one side of the package and French on the other.

Rotation schedule and history
Sixteen health warnings are used on cigarette packages.

Restrictions on misleading information
Misleading descriptors such as “light” and “mild” are NOT prohibited by law from appearing on packages. However, a court order bans certain (but not all) tobacco companies from using the terms.

Special notes
Canada was the first country to implement pictorial health warning labels on cigarette packages.
WARNING CIGARETTES CAUSE STROKES
Tobacco smoke can cause the arteries in your brain to clog. This can block the blood vessels and cause a stroke. A stroke can cause disability and death.
Health Canada

DON'T POISON US
WARNING: second-hand smoke contains carbon monoxide, ammonia, formaldehyde, benz(a)pyrene and nitrosamines. These chemicals can harm your children.
Health Canada

WARNING CIGARETTES ARE A HEARTBREAKER
Tobacco use can result in the clogging of arteries in your heart. Clogged arteries cause heart attacks and can cause death.
Health Canada

WARNING CIGARETTES CAUSE LUNG CANCER
Every cigarette you smoke increases your chance of getting lung cancer.
Health Canada

WARNING WHERE THERE'S SMOKE THERE'S HYDROGEN CYANIDE
Tobacco smoke contains hydrogen cyanide. It can cause headaches, dizziness, weakness, nausea, vertigo and stomach aches in smokers and non-smokers.
Health Canada

WARNING CIGARETTES ARE HIGHLY ADDICTIVE
Studies have shown that tobacco can be harder to quit than heroin or cocaine.
Health Canada

WARNING TOBACCO USE CAN MAKE YOU IMPOTENT
Cigarettes may cause sexual impotence due to decreased blood flow to the penis. This can prevent you from having an erection.
Health Canada

WARNING CIGARETTES LEAVE YOU BREATHLESS
Tobacco use causes crippling, often fatal lung diseases such as emphysema.
Health Canada
CHILE

Implementation date and additional rounds

Package coverage
Health warnings are required to cover 50% of the front and 50% of the back of the package. Overall, 50% of the package space is appropriated to health warnings. The front of the package should have a pictorial label with text, while the back of the package should have a text-only label.

Rotation schedule and history
Two warnings, one pictorial with text and one text-only, are used on tobacco packages every 12 months. Chile has produced five rounds of health warning labels. The first set of two health warnings was developed for use from 2006 to 2007. A second set of two health warnings was used from 2007 to 2008. A third set of two health warnings was implemented in 2008, followed by a fourth set in 2009 and a fifth set in 2010.

Restrictions on misleading information
Misleading descriptors such as “light” and “mild” are prohibited from appearing on packages.

2010 WARNINGS

El tabaco te deja IMPOTENTE
Por tý y tu pareja Deja de Fumar
Ministerio de Salud - Gobierno de Chile

El tabaco reduce tu rendimiento físico y sexual

2009 WARNINGS

El humo de tabaco los ahoga y enferma

Tú también puedes tener un INFARTO
Ministerio de Salud-Chile
CHILE (CONT.)

2008 WARNINGS

EN CHILE EL TABACO MATA A 16,000 PERSONAS AL AÑO
LA PROXIMA PUEDES SER TU

2007 WARNINGS

ESTOS CIGARETAS TE CAUSAN CÁNCER, INFARTOS, EJERZMA,
SAMANTUROCA, LES DÉN ITUS Y TODO EN ORGANISMO

2006 WARNINGS

DON MIGUEL
CHI CLI
FUMO 20 AÑOS,
PERDI SU LARINGE
POR CÁNCER

MINISTERIO DE SALUD / GOBIERNO DE CHILE

EL TABACO MATA
SI QUIERES VIVIR
DEJA DE FUMAR

MINISTERIO DE SALUD / GOBIERNO DE CHILE

yo tengo mal aliento

El humo del tabaco se inyecta en
todo tu cuerpo y te mata día a día.

MINISTERIO DE SALUD / GOBIERNO DE CHILE

ESTE TABACO TE ESTÁ MATANDO
¡CUIDADO!

MINISTERIO DE SALUD / GOBIERNO DE CHILE
COLOMBIA

Implementation date and additional rounds
2010

Package coverage
Health warnings are required to cover 30% of the front and 30% of the back of the package. Overall, 30% of the package space is appropriated to health warnings.

Rotation schedule and history
Three health warnings are used on cigarette packages. The law requires a different set of health warnings to be rotated annually.

Restrictions on misleading information
Misleading descriptors such as “light” and “mild” are prohibited from appearing on packages.

2010 WARNINGS

FUMAR CAUSA CÁNCER DE BOCA Y MAL ALIENTO

FUMAR CAUSA IMPOTENCIA SEXUAL

FUMAR ENVEJECE
MEXICO

Implementation date and additional rounds
2010

Package coverage
Health warnings are required to cover 30% of the front and 100% of the back of the package. Overall, 65% of the package space is appropriated to health warnings. The front of the package should have a pictorial label with text, and the back of the package should have a text-only label. Mexico also requires that each cigarette package carry one of eight side panel messages that correspond to a particular front/back health warning message.

Rotation schedule and history
Mexico has produced one round of health warning labels. The set of eight health warnings was implemented in 2010; two different sets of warning labels will appear on tobacco packs every three months, adding up to eight warnings per 12-month period.

Restrictions on misleading information
Unspecified.

2010 WARNING LABELS

PRODUCTO TÓXICO

FUMANDO TE BUSCAS UNA MUERTE LENTA Y DOLOROSA
El tabaco que fumas contiene más de 4,000 sustancias que dañan gravemente tu organismo.

CONTIENE CIANURO
Veneno mortal utilizado como raticida.

Deja de fumar, te conviene 01800 966 3863

FUMANDO AUMENTAS VEINTE VECES TUS PROBABILIDADES DE MORIR POR CÁNCER DE PULMÓN
90% de los muertos por cáncer de pulmón fuman como tú.

CONTIENE AMONIACO
Sustancia tóxica que facilita la absorción de nicotina, lo que aumenta tu adicción.

Deja de fumar, te conviene 01800 966 3863

FUMADA TRAS FUMADA LO PUEDES PERDER

SI FUMAS DURANTE EL EMBARAZO PUEDES SUFRIR UN ABORTO
El humo del tabaco disminuye la cantidad de oxígeno y alimento que recibe tu bebé.

CONTIENE TALIO
Veneno utilizado en raticidas e insecticidas.

Deja de fumar, te conviene 01800 966 3863
**MEXICO (CONT.)**

**2010 WARNINGS**

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**SI FUMAS TE ARRIESGAS A SUFRIR GANGRENA**

Fumar dificulta tu circulación sanguínea, provoca la formación de coágulos, gangrena y la amputación de un miembro.

**CONTIENE CADMIO**

Causa cáncer, es un metal empleado en baterías y acumuladores.

Deja de fumar, te conviene 01800 966 3863

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**FUMAR TE QUITA VIDA**

La mitad de los fumadores muere antes de tiempo: Tú puedes ser el siguiente.

**CONTIENE MÁS DE 4,000 SUSTANCIAS, MUCHAS DE ELLAS VENENOSAS Y OTRAS CANCERÍGENAS.**

Deja de fumar, te conviene 01800 966 3863

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**EL HUMO DE TU TABACO TAMBIÉN DAÑA A TUS HIJOS**

Fumando dificultas la respiración de los niños y les causas enfermedades respiratorias graves.

**CONTIENE ALQUÍTRÁN**

Partícula tóxica causante de cáncer.

Deja de fumar, te conviene 01800 966 3863

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**SI FUMAS...**

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**FUMANDO MULTIPLICAS POR CINCO TU RIESGO DE PADECER CÁNCER DE BOCA**

Fumando manchas tus dientes y tienes alto riesgo de padecer cáncer de boca y labios.

**CONTIENE POLONIO 210**

Sustancia radioactiva, tóxica y cancerígena.

Deja de fumar, te conviene 01800 966 3863

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**SI FUMAS DEBILITAS LAS ARTERIAS Y DUPLICAS EL RIESGO DE MORIR POR UN ATAQUE AL CORAZÓN**

Cuando fumas se forman coágulos que tapan las arterias hasta provocarte un infarto.

**CONTIENE TOLUENO**

Potente tóxico utilizado como solvente de pinturas.

Deja de fumar, te conviene 01800 966 3863
PANAMA

Implementation date and additional rounds
2006, 2009

Package coverage
Health warnings are required to cover 50% of the front and 50% of the back of the package. Overall, 50% of the package space is appropriated to health warnings. Additionally, a text warning is required on the side of the package.

Rotation schedule and history
Five health warnings are used on tobacco packages. Panama has produced two rounds of health warning labels. The first set of three health warnings was developed for use from 2006 to 2009. A second set of five health warnings was implemented in 2009.

Restrictions on misleading information
Misleading descriptors such as “light,” “low in tar,” “smooth,” and “slim” in Spanish or any other language are prohibited from appearing on packages.

Special notes
Prior to May 2008, tobacco packages were required to have health warnings covering 100% of either the front or the back of the package (50% overall).
URUGUAY

Implementation date and additional rounds

Package coverage
Health warnings are required to cover 80% of the front and 80% of the back of the package. Overall, 80% of the package space is appropriated to health warnings.

Rotation schedule and history
Uruguay has produced four rounds of health warning labels. The first set of eight health warnings was used from 2005 to 2008. A second set of six health warnings was implemented in 2008. A third set of nine health warnings was implemented in 2009, and a fourth set of six health warnings was implemented in 2010.

Restrictions on misleading information
Misleading descriptors such as “low in tar,” “light,” “ultra-light,” or “mild” are prohibited from appearing on packages.

Special notes
Prior to March, 2010, tobacco packages were required to have health warnings covering 50% of the front and 50% of the back of the package (50% overall).
URUGUAY (CONT.)

2009 WARNINGS

¿Qué vida le diste?
Fumar o exponerse al humo de tabaco durante el embarazo puede provocar bebés prematuros, de bajo peso, con predisposición a problemas respiratorios y muerte súbita.
Pensalo
Pedimos ayuda 08004444 M.S.P.

¿Conocés lo que fumas?
Los cigarrillos contienen más de 4,000 sustancias tóxicas, entre ellas arsénico y nfitalina, utilizadas en veneno para ratas y cucarachas.
Pensalo
Pedimos ayuda 08004444 M.S.P.

¿Se parece a vos?
Las niñas imitan a los mayores. Los hijos de fumadores tienen muchas más posibilidades de convertirse en adictos al cigarrillo.
Pensalo
Pedimos ayuda 08004444 M.S.P.

¿Qué tan libre sos?
El cigarrillo es tan adictivo como la Cocaína o la Heroína y impacta en el cerebro más rápidamente.
Pensalo
Pedimos ayuda 08004444 M.S.P.

¿Puede elegir?
Fumar o exponerse al humo de tabaco durante el embarazo puede provocar bebés prematuros, de bajo peso, con predisposición a problemas respiratorios y muerte súbita.
Pensalo
Pedimos ayuda 08004444 M.S.P.

¿Sensual?
El cigarrillo causa mal aliento, pérdida total o parcial de dientes y diversos tipos de cáncer en boca y garganta.
Pensalo
Pedimos ayuda 08004444 M.S.P.

¿Una muerte lenta y dolorosa?
El cigarrillo puede causar cáncer de boca, faringe, laringe, esófago, pulmón y riñón, además de infartos coronarios y cerebro-vasculares.
Pensalo
Pedimos ayuda 08004444 M.S.P.

¿Hasla dónde puedes llegar?
Fumar o exponerse al humo de tabaco disminuye tu rendimiento físico y sexual, así como tu capacidad de tener hijos.
Pensalo
Pedimos ayuda 08004444 M.S.P.

¿Quieres que crezca sano y fuerte?
El humo del cigarrillo es tan nocivo para quien fuma como para quien lo respira en un ambiente cerrado, sobre todo para los niños.
Pensalo
Pedimos ayuda 08004444 M.S.P.
URUGUAY (CONT.)

2008 WARNINGS

2006 WARNINGS
**VENEZUELA**

**Implementation date and additional rounds**
2005, 2009

**Package coverage**
Health warnings are required to cover 100% of either the front or back of the package. Overall, 50% of the package space is appropriated to health warnings.

**Rotation schedule and history**
Venezuela has produced two rounds of health warning labels. The first set of 10 health warnings appeared from 2005 to 2009. A second set of 10 health warnings was implemented in 2009.

**Restrictions on misleading information**
Misleading descriptors such as “light” and “mild” are prohibited from appearing on packages.

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**2009 WARNINGS**

[Images of health warnings from Venezuela]
VENEZUELA (CONT.)

2005 WARNINGS

- **Este producto es dañino para la salud y produce adicción**
- **Fumar causa infarto al corazón**
- **Fumar causa mal aliento, pérdida de músculos y cáncer de boca**
- **Fumar causa impotencia en los hombres**
- **El humo del cigarrillo afecta también a quienes no fuman**
- **Fumar durante el embarazo daña la salud de tu bebé**
- **Fumar cigarrillos durante el uso de anticonceptivos orales aumenta el riesgo de trombosis**
- **Dejar de fumar mejora tu salud y prolonga la vida**
- **Fumar causa cáncer de pulmón, tos, enfisema pulmonar y bronquitis crónica**
- **Los niños y niñas comienzan a fumar al ver adultos fumando**

**TU DECIDES**

**PULMÓN SANO**

**PULMÓN ENFILADO**

**www.tobaccofreecenter.org**
EGYPT

Implementation date and additional rounds
2008

Package coverage
Health warnings are required to cover 50% of the front and 50% of the back of the package. Overall, 50% of the package space is appropriated to health warnings.

Rotation schedule and history
Four warnings are used on cigarette packages.

Restrictions on misleading information
Misleading descriptors such as “low in tar,” “little tar,” and “very little tar,” are prohibited from appearing on packages.

2008 WARNINGS

Implementation date and additional rounds
2008

Package coverage
Health warnings are required to cover 50% of the front and 50% of the back of the package. Overall, 50% of the package space is appropriated to health warnings.

Rotation schedule and history
Four warnings are used on cigarette packages.

Restrictions on misleading information
Misleading descriptors such as “low in tar,” “little tar,” and “very little tar,” are prohibited from appearing on packages.
IRAN

Implementation date and additional rounds
2009

Package coverage
Health warnings are required to cover 50% of the front and 50% of the back of the package. Overall, 50% of the package space is appropriated to health warnings.

Rotation schedule and history
Eight health warnings are used on tobacco packages, and the law requires a different set of warnings to be rotated every two years.

Restrictions on misleading information
Misleading descriptors such as “light,” and “mild” are prohibited from appearing on packages.

2009 WARNINGS
**JORDAN**

**Implementation date and additional rounds**
2006

**Package coverage**
Health warnings are required to cover 30% of the front and 30% of the back of the package. Overall, 30% of the package space is appropriated to health warnings. One side of the package should have a pictorial warning, while the other side should have a text-only warning.

**Rotation schedule and history**
Two health warnings are used on cigarette packages, one pictorial warning and one text warning.

**Restrictions on misleading information**
Unspecified.

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**2006 WARNINGS**

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[Image of lung and text in Arabic]

PAKISTAN

Implementation date and additional rounds
2010

Package coverage
Health warnings are required to cover 40% of the front and 40% of the back of the package. Overall, 40% of the package space is appropriated to health warnings.

Rotation schedule and history
One health warning is used on cigarette packages.

Restrictions on misleading information
Unspecified.

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EUROPEAN UNION

In 2001, a directive of the European Parliament and Council concerning the use of health warnings on cigarette packages became law. At minimum, text warnings should be on the tobacco packs; use of pictorial warning labels is optional. The European Commission has produced pictorial and text warning labels that European Union (EU) member states may choose to use.

Implementation date and additional rounds
2004

Package coverage
EU member states are required to display text warnings conforming to the standards below:

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<td></td>
<td>overall</td>
<td>front</td>
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<td>Unilingual countries</td>
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<td>30%</td>
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<tr>
<td>Bilingual countries</td>
<td>39%</td>
<td>32%</td>
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<tr>
<td>Trilingual countries</td>
<td>43%</td>
<td>35%</td>
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</tbody>
</table>

Rotation schedule and history
There is an optional series of 42 pictorial warnings. Recommended frequency of rotation is unspecified.

Restrictions on misleading information
Misleading descriptors such as “light” and “mild” are prohibited from appearing on packages.

Special note
Many non-European Union member states have also adopted the EU’s warning label images for use on their own packs.

2004 WARNINGS

Smoking is highly addictive, don’t start
Smoking is highly addictive, don’t start
Protect children: don’t make them breathe your smoke

Smoke contains benzene, nitrosamines, formaldehyde and hydrogen cyanide
Smoke contains benzene, nitrosamines, formaldehyde and hydrogen cyanide
Smoking does the arteries and causes heart attacks and strokes

Protect children: don’t make them breathe your smoke
Smoking when pregnant harms your baby
Smoking does the arteries and causes heart attacks and strokes
2004
WARNINGS

Smoking can cause a slow and painful death

Smoking can cause a slow and painful death

Smoking is highly addictive, don’t start

Smoking can damage the sperm and decreases fertility

Smoking can damage the sperm and decreases fertility

Smoke contains benzene, nitrosamines, formaldehyde and hydrogen cyanide

Smoking when pregnant harms your baby

Smokers die younger

Smoking can cause a slow and painful death

Smoking causes fatal lung cancer

Smoking causes fatal lung cancer

Smoking causes fatal lung cancer

Smoking may reduce the blood flow and causes impotence

Smoking may reduce the blood flow and causes impotence

Smoking may reduce the blood flow and causes impotence

You can do it, we can help

Your doctor or your pharmacist can help you stop smoking

Smoking causes ageing of the skin

Stopping smoking reduces the risk of fatal heart and lung diseases
BELGIUM EU MEMBER STATE

Implementation date and additional rounds
2006

Package coverage
Including the border, text health warnings are required to cover 48% of the front and pictorial health warnings are required to cover 63% of the back of the package. Overall, 56% of the package space, including the border, is appropriated to health warnings.

Rotation schedule and history
Fourteen health warnings are used on cigarette packages.

Restrictions on misleading information
Misleading descriptors such as “light” and “mild” are prohibited from appearing on packages.

Special notes
Belgium was the first EU country to implement health warnings.

BELGIUM (CONT.)

2006 WARNINGS

Un arti of uw apotheker kan u helpen te stoppen met roken
Votre médecin ou votre pharmacien peuvent vous aider à arrêter de fumer
Ihr Arzt oder Apotheker kann Ihnen dabei helfen, das Rauchen aufzugeben

Roken kan de bloedsomloop verminderen en veroorzaakt impotentie
Fumer peut diminuer l'afflux sanguin et provoquer l'impotentié
Rauchen kann zu Durchblutungsstörungen führen und verursacht Impotenz

Zoek hulp om te stoppen met roken: 0801 06 0000
Tél.: 0801 06 0000 pour arrêter de fumer
Hier finden Sie Hilfe, wenn Sie das Rauchen aufgeben möchten: 0801 06 0000

Roken tijdens de zwangerschap is slecht voor uw baby
Fumer pendant la grossesse nuit à la santé de votre enfant
Rauchen in der Schwangerschaft schadet Ihrem Kind

Rokers sterven jonger
Les fumeurs meurent prématurément
Raucher sterben früher
**LATVIA EU MEMBER STATE**

**Implementation date and additional rounds**
2010

**Package coverage**
Including the border, health warnings are required to cover 43% of the front and 53% of the back of the package. Overall, 48% of the package space is appropriated to health warnings.

**Rotation schedule and history**
Fourteen health warnings are used on cigarette packages.

**Restrictions on misleading information**
Unspecified.

**2010 WARNINGS**

- Smēķēšana izraisa stipru atgrūdību, musēt
- Smēķēšana var izraisīt dzīvei un mokolai nāri
- Smēķēšana patsmitā avās nevienmotās
- Smēķēšana var izraisīt dzīvei un mokolai nāri
- 0803 00 00 09 Izvēlēties brīvibu, mēs jums palīdzēsim
- Smēķēšana var izraisīt dzīvei un mokolai nāri
- Jūs varat to izdarīt, mēs varam palīdzēt
- Smēķēšana savaino dzīvi, lai cilvēki smēķētu
- Smēķēšana var izraisīt dzīvei un mokolai nāri
- Smēķēšana var izraisīt dzīvei un mokolai nāri
- Smēķēšana var izraisīt dzīvei un mokolai nāri
- Smēķēšana var izraisīt dzīvei un mokolai nāri

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ROMANIA EU MEMBER STATE

Implementation date and additional rounds
2008

Package coverage
Including the border, text health warnings are required to cover 43% of the front and pictorial health warnings are required to cover 53% of the back of the package. Overall, 48% of the package space is appropriated to health warnings.

Rotation schedule and history
Fourteen health warnings are used on cigarette packages.

Restrictions on misleading information
Misleading descriptors such as “light” and “mild” are prohibited from appearing on packages.

2008 WARNINGS

SWITZERLAND

Implementation date and additional rounds
2010

Package coverage
Including the border, health warnings are required to cover 48% of the front and 63% of the back of the package. Overall, 56% of the package space is appropriated to health warnings.

2008
WARNINGS

Rotation schedule and history
Switzerland has three sets of health warnings, each containing 14 images. The sets are to be rotated every two years.

Restrictions on misleading information
Unspecified.

WAB: Running labels
WWW.TOBACCOFREECENTER.ORG
32 May 2011

EUROPE REGION


32  WARNING LABELS  May 2011  www.tobaccofreecenter.org
TURKEY

Implementation date and additional rounds
2010

Package coverage
Including the border, health warnings are required to cover 65% of the front and 43% of the back of the package. Overall, 54% of the package space is appropriated to health warnings.

Rotation schedule and history
Fourteen health warnings are used on cigarette packages.

Restrictions on misleading information
Unspecified.

2010 WARNINGS

Warneings about smoking health risks and consequences.
UNited KingDoM  Eu MembeR sTaTe

Implementation date and additional rounds
2008

Package coverage
Including the border, text health warnings are required to cover 43% of the front and pictorial health warnings are required to cover 53% of the back of the package. Overall, 48% of the package space is appropriated to health warnings.

Rotation schedule and history
Fifteen health warnings are used on cigarette packages.

Restrictions on misleading information
Misleading descriptors such as “light” and “mild” are prohibited from appearing on packages.

2008 WARNINGS

Smoking is highly addictive, don’t start
Smoke contains benzene, nitrosamines, formaldehyde and hydrogen cyanide
Smoking may cause the blood flow and causes impotence
You can do it, we can help
Your doctor or your pharmacist can help you stop smoking
Protect children: don’t make them breathe your smoke
Smoking clogs the arteries and causes heart attack and stroke
Smoking when pregnant harms your baby
Smokers die younger
Smoking can cause a slow and painful death
Smoking is a serious nicotine addiction, don’t be afraid to ask for help
Your doctor or your pharmacist can help you stop smoking
Smoking can damage the sperm and decreases fertility
The risk of Coronary Heart Disease is reduced by 50% after 1 year of smoking abstinence
Staying smoking reduces the risk of heart and lung diseases
0803 00 00 00
Choose freedom, we’ll help you
Get help to stop smoking
Smoking causes ageing of the skin
Smoking causes fatal lung cancer.
MONGOLIA

Implementation date and additional rounds
2010

Package coverage
Health warnings are required to cover 33% of the front and 33% of the back of the package. Overall, 33% of the package space is appropriated to health warnings.

Rotation schedule and history
Six health warnings are used on cigarette packages.

Restrictions on misleading information
Unspecified.

2010 WARNINGS

ANHAARULGA

TAMHI UR UDMYG XENGEH.
Цусан хангамж буурч хүчирхэлэн, тэжээл дутагдсаныг урлуй эсцэдээ серөг нелээ уурайдаг.

ANHAARULGA

TAMHI ZURHNYI SHIGDEES UYSEGHN.
Цусын хүчирхлээр ханган хагас газар нутаглах эсцэдээ тэжээл дутагдаж зурх, тархныг шигдээс уусгадаг.

ANHAARULGA

UYSHIGIH XAVDREN 90% NY TAMHINAAS YUDELTGY.
Уушихын хавдарын 10 хүн гутымыг 9 нь тамхинаас байдал.

ANHAARULGA

TAMHI BELYGIN SULRAL UYSEGHN.
Балг эрхийн цусын хангамжийг бууралжээ.
THAILAND

Implementation date and additional rounds

Package coverage
Health warnings are required to cover 55% of the front and 55% of the back of the package. Overall, 55% of the package space is appropriated to health warnings.

Rotation schedule and history
Warning labels must be rotated based on packaging. For instance, each of the nine labels should appear on every 5,000 cigarette/cigar packs or cartons, and every 500 cigarette/cigar boxes or paper wraps. The law requires a new set of warning labels to be implemented every 24 months.

Thailand has produced three rounds of health warning labels. The first set of six health warnings was used from 2005 to 2006. A second set of nine health warnings was implemented in 2007, and a third set of 10 health warnings was implemented in 2010.

Restrictions on misleading information
Misleading descriptors such as “light” and “mild” are prohibited from appearing on packages.

Special notes
Prior to 2010, tobacco packages were required to have health warnings covering 50% of the front and 50% of the back of the package (50% overall).

2010 WARNINGS

Restrictions on misleading information
Misleading descriptors such as “light” and “mild” are prohibited from appearing on packages.

Special notes
Prior to 2010, tobacco packages were required to have health warnings covering 50% of the front and 50% of the back of the package (50% overall).
THAILAND (CONT.)

2007 WARNINGS

2005 WARNINGS
AUSTRALIA

Implementation date and additional rounds
2006

Package coverage
Health warnings are required to cover 30% of the front and 90% of the back of the package. Overall, 60% of the package space is appropriated to health warnings.

Rotation schedule and history
Fourteen health warnings are used on cigarette packages. Two sets of seven warnings are alternated every 12 months.

Restrictions on misleading information
The Australian Competition and Consumer Commission has obtained court enforceable undertakings from major tobacco companies to remove misleading terms such as “light”, “mild” and similar descriptors.

2006 WARNINGS

SMOKING CAUSES LUNG CANCER
Health Warning

9 out of 10 lung cancers are caused by smoking. Every cigarette you smoke increases your risk of lung cancer. Most people who get lung cancer die from it.

You CAN quit smoking. Call Quitline 137 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au

SMOKING CAUSES EMPHYSEMA
Health Warning

Emphysema is a disease where the air sacs in the lungs are gradually destroyed, making it hard to breathe. Sufferers describe it as a living, breathing death. Nearly all emphysema is caused by tobacco smoking.

You CAN quit smoking. Call Quitline 137 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au

SMOKING CAUSES MOUTH AND THROAT CANCER
Health Warning

Smoking is the major cause of cancers affecting the mouth and throat. These cancers can result in extensive surgery, problems in eating and swallowing, speech problems and permanent disfigurement.

You CAN quit smoking. Call Quitline 137 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au

SMOKING CAUSES HEART DISEASE
Health Warning

Smoking narrows the arteries to your brain causing them to become blocked. This causes a stroke that can result in permanent paralysis, inability to speak, disability or death.

You CAN quit smoking. Call Quitline 137 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au

SMOKING CAUSES BLINDNESS
Health Warning

Smoking causes irreversible damage to the back of the eye. This is known as vascular degeneration. Central vision is lost. Blindness may follow.

You CAN quit smoking. Call Quitline 137 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au

SMOKING IS ADDICTIVE
Health Warning

When you smoke you inhale the drug nicotine. It is a short time you can feel the effects of nicotine. How much you smoke or how long smoking. Many people do not realize they are dependent on nicotine until they try to quit. Even light smokers CAN and do quit.

You CAN quit smoking. Call Quitline 137 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au

SMOKING CAUSES PERIPHERAL VASCULAR DISEASE
Health Warning

Smoking damages your blood vessels, which can prevent blood circulation, particularly to your legs or feet. This can result in blood clots, infection, gangrene, even amputation.

You CAN quit smoking. Call Quitline 137 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au

SMOKING CLOSED YOUR ARTERIES
Health Warning

Smoking narrows your arteries causing them to become hardened and can lead to heart attack, stroke, peripheral vascular disease, gangrene of the feet and impotence.

You CAN quit smoking. Call Quitline 137 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au
AUSTRALIA (CONT.)

2006 WARNINGS

TOBACCO SMOKE IS TOXIC
Health Authority Warning

Tobacco smoke is a complex mixture of toxic chemicals such as nicotine and tar. It contains harmful substances which contribute directly to the formation of cancer in smokers, and carbon monoxide which reduces the ability of blood to carry oxygen. These harmful substances can reach your brain, heart, and other organs within 10 seconds of the first puff.

You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au

SMOKING HARM UNBORN BABIES
Health Authority Warning

Smoking during pregnancy reduces the flow of blood to the placenta and limits the oxygen and nutrients that reach the growing baby. This increases the risk of miscarriage, stillbirth, premature birth, complications during birth or the baby having a smaller brain and body.

You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au

SMOKING – A LEADING CAUSE OF DEATH
Health Authority Warning

TOBACCO causes 17,919
Alcohol – 2,831
Motor Vehicle Accidents – 1,731
Illegal Drugs – 463
Murrains – 203

CAUSES OF DEATH AUSTRALIA

Smoking causes more deaths than murder, illegal drugs, motor vehicle accidents, and alcohol combined. Smokers not only lose shorter lives, they also live more years with disabling health problems.

You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au

2006

AUS

TRALIA

(cont.)
BRUNEI DARUSSALAM

Implementation date and additional rounds
2008

Package coverage
Health warnings are required to cover 50% of the front and 50% of the back of the package. Overall, 50% of the package space is appropriated to health warnings. The text of the warnings is in English on one side of the package and Malay on the other.

Rotation schedule and history
Each of the six warnings should be equally distributed among all tobacco products for the first two years. The law requires a new set of warning labels to be implemented every two years.

Restrictions on misleading information
Unspecified.

2008 WARNINGS

WARNING
TOBACCO SMOKE CAN KILL BABIES

WARNING
TOBACCO SMOKE HARMSS YOUR BABY

WARNING
SMOKING DAMAGES YOUR TEETH

WARNING
SMOKING CAUSES IMPOTENCE

WARNING
SMOKING KILLS

WARNING
SMOKING CAUSES LUNG CANCER
**HONG KONG** *(SPECIAL ADMINISTRATIVE REGION)*

**Implementation date and additional rounds**
2007

**Package coverage**
Health warnings are required to cover 50% of the front and 50% of the back of the package, with English on one side and Chinese on the other. Overall, 50% of the package space is appropriated to health warnings.

**Rotation schedule and history**
The law requires a set of six pictorial warning labels to be rotated on cigarette packages throughout each year, with each warning being shown in equal proportion over that period.

**Restrictions on misleading information**
Misleading descriptors such as “light,” “mild,” and “low in tar,” are prohibited from appearing on packages.

**2007 WARNINGS**

- **Smoking Harms Your Family**
- **Smoking Kills**
- **Smoking May Cause Impotence**
- **Smoking Can Accelerate Aging of Skin**
- **Smoking Causes Lung Cancer**
- **Smoking Causes Peripheral Vascular Diseases**

MALAYSIA

Implementation date and additional rounds
2009

Package coverage
Health warnings are required to cover 40% of the front and 60% of the back of the package. Overall, 50% of the package space is appropriated to health warnings. The text of the warnings appears in English on one side of the package and Malay on the other.

Rotation schedule and history
Six warnings are used on cigarette packages.

Restrictions on misleading information
Misleading descriptors such as “light” and “mild” are prohibited from appearing on packages.

2009 WARNINGS

- Cigarette Causes Miscarriage
  Infoline: 03-8883 4400

- Cigarette Causes Premature Birth
  Infoline: 03-8883 4400

- Cigarette Causes Gangrene
  Infoline: 03-8883 4400

- Cigarette Causes Mouth Cancer
  Infoline: 03-8883 4400

- Cigarette Causes Neck Cancer
  Infoline: 03-8883 4400

- Cigarette Causes Lung Cancer
  Infoline: 03-8883 4400
NEW ZEALAND

Implementation date and additional rounds
2008

Package coverage
Health warnings are required to cover 30% of the front and 90% of the back of the package in both English and Maori. Overall, 60% of the package space is appropriated to health warnings.

Rotation schedule and history
Fourteen health warnings are used on cigarette packages. Two sets of seven warnings are rotated every 12 months.

Restrictions on misleading information
Misleading descriptors such as “light” and “mild” are NOT prohibited from appearing on packages.

2008 WARNINGS

SMOKING IS HIGHLY ADDICTIVE
KA TIO VAREA TE TANGATA I TE MOMI HIKAREI

You may not realise how addicted you are until you try to quit. Long-term smokers can and do quit.
You CAN quit smoking. Call Quitline 0800 778 778, or talk to a quit smoking provider.

YOU ARE NOT THE ONLY ONE SMOKING THIS CIGARETTE
EHARA KO KOE ANAKE KEI TE MOMI I TENEI HIKAREI

Smoking during pregnancy increases the risk of miscarriage, stillbirth, premature birth and the risk of Sudden Infant Death Syndrome (SIDS).
You CAN quit smoking. Call Quitline 0800 778 778, or talk to a quit smoking provider.

SMOKING CAUSES BLINDNESS
KA KAPo KOE I TE MOMI HIKAREI

Smoking causes cataracts by damaging the back of your eyes. It also causes arteries.
You CAN quit smoking. Call Quitline 0800 778 778, or talk to a quit smoking provider.

SMOKING BLOCKS YOUR ARTERIES
KA AUKATHIA OI IOIO TOTO I TE MOMI HIKAREI

Blocked arteries can lead to heart attack, stroke, and death.
You CAN quit smoking. Call Quitline 0800 778 778, or talk to a quit smoking provider.

YOUR SMOKING CAN HARM YOUR KIDS
KOI PANGA I TE MATE OU TAMARIKI I TOU MOMI HIKAREI

Exposure to tobacco smoke increases the risk of your children contracting serious illnesses and dying. Babies exposed to tobacco smoke are at greater risk of Sudden Infant Death Syndrome (SIDS).
You CAN quit smoking. Call Quitline 0800 778 778, or talk to a quit smoking provider.

SMOKING MORE THAN DOUBLES YOUR RISK OF STROKE
KA TIO KAH R Ava AKE TOU PANGA AMA I TE MATE RODO KURAI I TE MOMI HIKAREI

Strokes can cause permanent paralysis, inability to speak, disability and death.
You CAN quit smoking. Call Quitline 0800 778 778, or talk to a quit smoking provider.
2008 WARNINGS

SMOKING CAUSES FOUL AND OFFENSIVE BREATH
Ka Hauia, Ka Keharaki Tou Ha i Te Momi Hikaret!

Tobacco smoke affects the natural chemical balance in your mouth, which can give you offensive bad breath.

You CAN quit smoking. Call Quitline 0800 778 778, or talk to a quit smoking provider.

SMOKING CAUSES MOUTH CANCER
Ka Hake Pukupuku O Te Waha Koet i Te Momi Hikaret!

Mouth and throat cancer can result in eating, swallowing and speech problems, disfigurement and death.

You CAN quit smoking. Call Quitline 0800 778 778, or talk to a quit smoking provider.

SMOKING CAN MAKE YOU IMPOTENT
Ka Kakore Te Ure i Te Momi Hikaret!

Smoking can cause impotence due to decreased blood flow to the penis. This can prevent you from having sex.

You CAN quit smoking. Call Quitline 0800 778 778, or talk to a quit smoking provider.

SMOKING CAUSES GANGRENE
Ka Panga Koet i Te Kikohunga i Te Momi Hikaret!

Smoking damages your blood vessels, reducing circulation to your legs and feet. This can cause blood vessel gangrene and amputation.

You CAN quit smoking. Call Quitline 0800 778 778, or talk to a quit smoking provider.

OVER 80% OF LUNG CANCERS ARE CAUSED BY SMOKING
Te Huinga O Ngaga Mate Pukupuku A Pukahukahua Ha i Te Momi Hikaret!

Smoking causes most lung cancers in New Zealand. If you get lung cancer you will probably die from it.

You CAN quit smoking. Call Quitline 0800 778 778, or talk to a quit smoking provider.

SMOKING CAUSES SERIOUS LUNG DISEASES
He Tino Kino Te Mate Miru Pupuni

Smoking causes crippling and often fatal lung diseases like emphysema.

You CAN quit smoking. Call Quitline 0800 778 778, or talk to a quit smoking provider.

TOBACCO SMOKE IS POISONOUS
He Pahana Te Aua Hika

Smoking exposes you to poisonous chemicals that cause cancer, heart disease and death.

You CAN quit smoking. Call Quitline 0800 778 778, or talk to a quit smoking provider.

SMOKING CAUSES HEART ATTACKS
Ka Mauii Tou Ngakau I Te Momi Hikaret!

Smoking can block your arteries. Blocked arteries cause heart attacks which can kill you.

You CAN quit smoking. Call Quitline 0800 778 778, or talk to a quit smoking provider.
SINGAPORE

Implementation date and additional rounds
2004, 2006

Package coverage
Health warnings are required to cover 50% of the front and 50% of the back of the package. Overall, 50% of the package space is appropriated to health warnings.

Rotation schedule and history
Warning labels must appear on an equal number of packages over the course of a 24-month period.

Singapore has produced two rounds of health warning labels. The first set of six health warnings was used from 2004 to 2005. A second set of six health warnings was implemented in 2006.

Restrictions on misleading information
Unspecified.

2006 WARNINGS

![Warning labels](http://www.tobaccofreecenter.org)

SINGAPORE (CONT.)

2004 WARNINGS

- **WARNING:** TOBACCO SMOKE CAN KILL BABIES
  QUIT: 1800-438-2000

- **WARNING:** SMOKING HARMNS YOUR FAMILY
  QUIT: 1800-438-2000

- **WARNING:** SMOKING CAN CAUSE A SLOW PAINFUL DEATH
  QUIT: 1800-438-2000

- **WARNING:** SMOKING CAUSES LUNG CANCER
  QUIT: 1800-438-2000

- **WARNING:** SMOKING CAUSES STROKE
  QUIT: 1800-438-2000

- **WARNING:** SMOKING CAUSES MOUTH DISEASES
  QUIT: 1800-438-2000
TAIWAN

Implementation date and additional rounds
2009

Package coverage
Health warnings are required to cover 35% of the front and 35% of the back of the package. Overall, 35% of the package space is appropriated to health warnings.

Rotation schedule and history
Six health warnings are used on cigarette packages and the law requires a different set of warnings to be implemented every two years.

Restrictions on misleading information
Misleading descriptors such as “light,” “mild,” and “low in tar” are prohibited from appearing on packages.
PICTORIAL WARNING LABELS
BY COUNTRY AND JURISDICTION

ADDITIONAL RESOURCES

Additional fact sheets on warning labels are available online at:
http://tobaccofreecenter.org/resources/warning_labels/fact_sheets

Additional country-specific information can be found at the Tobacco Labelling Resource Centre:
www.tobaccolabels.ca/

For an international status report on how warning labels of different countries compare, see Cigarette Package Health Warnings: International Status Report, available online at:

The World Health Organization has various warning label materials available online at:

The International Tobacco Control (ITC) Policy Evaluation Project published FCTC Article 11 Tobacco Warning Labels: Evidence and Recommendations from the ITC Project, available online at:
www.itcproject.org

A new technical guide to help governments implement effective packaging and labeling policies, developed by the International Union Against Tuberculosis and Lung Disease, available online at:
www.tobaccofreeunion.org/files/186.pdf

Campaign for Tobacco-Free Kids, online at:
http://tobaccofreecenter.org