

Law passage date
2011

Expected implementation date
2012

Package coverage

Health warnings are required to cover 30% of the front and 40% of the back of the package. Overall, 35% of the package space is appropriated to health warnings. The front of the package should have a text-only warning and the back should have a pictorial warning.

Rotation schedule and history















Fourteen warnings are used on cigarette packages.

Restrictions on misleading information

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

WARNINGS

2012

 <p>0800 169 0 169 Choose freedom, we'll help you Get help to stop smoking</p>	 <p>Smoking is highly addictive, don't start</p>	 <p>Smoke contains benzene, nitrosamines, formaldehyde and hydrogen cyanide</p>	 <p>Smoking when pregnant harms your baby</p>
 <p>Protect children: don't make them breathe your smoke</p>	 <p>Smoking clogs the arteries and causes heart attacks and strokes</p>	 <p>Smoking can cause a slow and painful death</p>	 <p>Smokers die younger</p>
 <p>Smoking causes fatal lung cancer</p>	 <p>Smoking may reduce the blood flow and causes impotence</p>	 <p>Smoking can damage the sperm and decreases fertility</p>	 <p>Smoking causes ageing of the skin</p>
 <p>You can do it, we can help Your doctor or your pharmacist can help you stop smoking</p>	 <p>The risk of Coronary Heart Disease is reduced by 50% after 1 year of smoking abstinence Stopping smoking reduces the risk of fatal heart and lung diseases</p>		