

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

Two sets of 7 warnings are rotated every 12 months.

Restrictions on misleading information

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

WARNINGS

2008

SMOKING IS HIGHLY ADDICTIVE

KA TINO WAREA TE TANGATA I TE MOMI HIKARETI



Quitline
0800 778 778

© Health Canada and the Canadian Tobacco Industry

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

ĒHARA KO KOE ANAKE KEI TE MOMI I TĒNEI HIKARETI



Quitline
0800 778 778

© European Community

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 HIKARETI



Quitline
0800 778 778

© Commonwealth of Australia

Smoking causes blindness by damaging the back of your eyes. It also causes cataracts.

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

SMOKING BLOCKS YOUR ARTERIES

KA AUKATIHIĀ ŌU IOIO TOTO I TE MOMI HIKARETI



Quitline
0800 778 778

© Commonwealth of Australia

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 PĀNGIA I TE MATE ŌU TAMARIKI I TŌU MOMI HIKARETI



Quitline
0800 778 778

© European Community

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 TINO KAHA RAWA AKE TŌU PĀNGIA ANA I TE MATE RORO IKURA I TE MOMI HIKARETI



Quitline
0800 778 778

© Commonwealth of Australia

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.

SMOKING CAUSES FOUL AND OFFENSIVE BREATH

KA HAUNGA, KA KEHAKEHA TŌU HĀ I TE MOMI HIKARETI



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 MATE PUKUPUKU Ō TE WAHA KOE I TE MOMI HIKARETI



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 KAHAKORE TE URE I TE MOMI HIKARETI



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 PĀNGIA KOE I TE KIKOHUNGA I TE MOMI HIKARETI



Smoking damages your blood vessels reducing circulation to your legs and feet. This can cause blood clots, 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 NUINGA O NGĀ MATE PUKUPUKU Ā PŪKAHUKAHU NĀ TE MOMI HIKARETI



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 PUPUHI



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 PAIHANA TE AUAAHI HIKĀ



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 MĀUIUI TŌU NGĀKAU I TE MOMI HIKARETI



Damaged Heart muscle - result of clogged Artery

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.