

### Implementation date and additional rounds

2010, 2011, 2012, 2013 and 2014

### Tobacco products package coverage and location

Graphic health warnings are required to cover the bottom 30% of the front and 30% of the back of the package. Overall, 30% of the package space is allocated to health warnings.

### Misleading information

Misleading descriptors such as 'light,' 'low in tar, nicotine and carbon monoxide,' and 'mild,' expiry date, and figures for emission yields (including tar, nicotine, and carbon monoxide) are prohibited from appearing on packages.

### Constituents and emissions information

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

### Special notes

Legislation applies to all tobacco products (combusted and smokeless) without specifying the content of the warnings for each type of tobacco.

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

Colombia has produced five rounds of graphic health warning labels:

Round (Year)	Number	Size (%) [average— front/back]
R1 (2010)	3	30— 30/30
R2 (2011)	6	30— 30/30
R3 (2012)	6	30— 30/30
R4 (2013)	6	30— 30/30
R5 (2014)	6	30— 30/30

Warnings within each round are required to be rotated for a period of 12 months. Warning texts must be in Spanish, the principal language of the country.

## WARNINGS: 2014





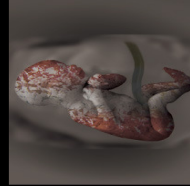

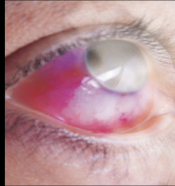

## WARNINGS: 2013

	<p>FUMAR DISMINUYE LA CALIDAD DEL SEMEN</p>		<p>FUMAR DAÑA LOS HUESOS</p>		<p>FUMAR CAUSA CÁNCER DE RIÑÓN</p>
	<p>FUMAR CAUSA CÁNCER DE MAMA</p>		<p>FUMAR CAUSA ABORTO</p>		<p>FUMAR CAUSA PROBLEMAS VASCULARES</p>

## WARNINGS: 2012

	<p>FUMAR CAUSA BAJO PESO AL NACER</p>		<p>FUMAR CAUSA CÁNCER DE LARINGE</p>		<p>FUMAR DAÑA TUS PULMONES</p>
	<p>FUMAR CAUSA INFARTO AL CORAZÓN</p>		<p>FUMAR CAUSA TENSIÓN ALTA</p>		<p>FUMAR NOS INTOXICA</p>

## WARNINGS: 2011

	<p>TUS FUTUROS PULMONES</p>		<p>FUMAR CAUSA INFARTO CEREBRAL</p>		<p>FUMAR CAUSA ABORTO</p>
	<p>TÚ ESCOGES EL AIRE QUE RESPIRA</p>		<p>FUMAR CAUSA PROBLEMAS OCULARES</p>		<p>FUMAR CAUSA IMPOTENCIA SEXUAL</p>

## WARNINGS: 2010

