

Implementation date and additional rounds

2016

Tobacco products package coverage and location

Graphic health warnings are required to cover the bottom 30% of the front and 50% of the back of the package. Overall, 40% of the package space is allocated to health warnings.

Misleading information

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

Constituents and emissions information

A message is required to display qualitative (descriptive) constituents and emissions information on the right lateral side. However, the content of the message has not been issued.

Special notes

The warnings are generally designated for use on smoked or smokeless tobacco products, although two of the warnings can be used on both smoked and smokeless tobacco products. However, the contents of several of the warnings designated for smokeless tobacco products do not address the specific dangers of smokeless tobacco.

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

Kenya has produced one round of graphic health warning labels:

SMOKED TOBACCO		
Round (year)	Number	Size (%) [average— front/back]
R1 (2016)	11	40— 30/50
SMOKELESS TOBACCO		
Round (year)	Number	Size (%) [average— front/back]
R1 (2016)	6	40— 30/50

Warnings within the round are required to be rotated for a period of 12 months. Warning texts must be in English (front) and Kiswahili (back), the principal languages of the country. No quitline phone number or government-sponsored website is required to be displayed on the package.

WARNINGS: 2016

SMOKED TOBACCO



WARNING
Smoking harms people next to you



WARNING
Tobacco Use Kills



WARNING
Tobacco use causes cancer



WARNING
Tobacco use causes cancer



ILANI
Uvutaji wa tumbaku unawadhuru walio karibu naweu



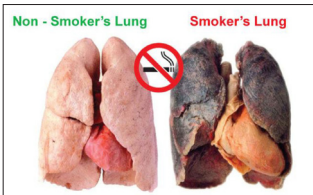
ILANI
Matumizi ya tumbaku yanaua



ILANI
Matumizi ya tumbaku yanasababisha ugonjwa wa saratani



ILANI
Matumizi ya tumbaku yanasababisha ugonjwa wa saratani



WARNING
Tobacco use causes lung disease



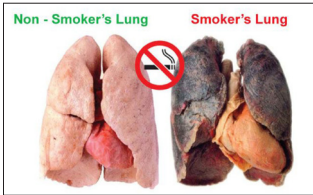
WARNING
Tobacco use is addictive



WARNING
Tobacco use causes impotence



WARNING
Tobacco use causes premature births



ILANI
Matumizi ya tumbaku yanasababisha ugonjwa wa mapafu



ILANI
Matumizi ya tumbaku hufanya mvutaji kuizoea



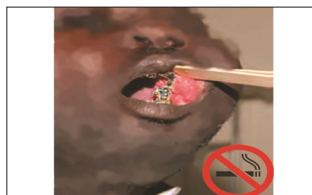
ILANI
Matumizi ya tumbaku yanasababisha uhanithi



ILANI
Matumizi ya tumbaku yanasababisha uzazi mapema



WARNING
Tobacco use causes infertility in women



WARNING
Tobacco use causes gum disease and tooth loss (includes smokeless tobacco products)



WARNING
Tobacco use causes mouth cancer (includes smokeless tobacco products)



ILANI
Matumizi ya tumbaku yanasababisha utasa kwa wanawake



ILANI
Matumizi ya tumbaku husababisha mangojwa ya meno au kupoteza meno (ikiwa ni pamoja na bidhaa ambayo inatumwa bila kuvuta)



ILANI
Bidhaa hii husababisha saratani ya mdomo (ikiwa ni pamoja na bidhaa ambayo inatumwa bila kuvuta)

WARNINGS: 2016

SMOKELESS TOBACCO



WARNING
This product is not a safe alternative to cigarettes (for smokeless tobacco products)



WARNING
This product is not a safe alternative to cigarettes (for smokeless tobacco products)



WARNING
This product is not a safe alternative to cigarettes (for smokeless tobacco products)



WARNING
This product is not a safe alternative to cigarettes (for smokeless tobacco products)



ILANI
Bidhaa hii haiwezi kutumika kama njia ya salama badala ya sigara (kwa bidhaa ambayo inatumiwa bila kuvuta)



ILANI
Bidhaa hii haiwezi kutumika kama njia ya salama badala ya sigara (kwa bidhaa ambayo inatumiwa bila kuvuta)



ILANI
Bidhaa hii haiwezi kutumika kama njia ya salama badala ya sigara (kwa bidhaa ambayo inatumiwa bila kuvuta)



ILANI
Bidhaa hii haiwezi kutumika kama njia ya salama badala ya sigara (kwa bidhaa ambayo inatumiwa bila kuvuta)



WARNING
Tobacco use causes gum disease and tooth loss (includes smokeless tobacco products)



WARNING
Tobacco use causes mouth cancer (includes smokeless tobacco products)



ILANI
Matumizi ya tumbaku husababisha mangujwa ya meno au kupoteza meno (ikiwa ni pamoja na bidhaa ambayo inatumiwa bila kuvuta)



ILANI
Bidhaa hii husababisha saratani ya mdomo (ikiwa ni pamoja na bidhaa ambayo inatumiwa bila kuvuta)