

欧洲联盟

一项关于烟盒上使用健康警告的欧洲议会和理事会指令2001年成为法律。烟盒上应至少采用文字警告；可选用图片式警告标签。欧洲委员会已经制作了图片和文字警告标签，供成员国选用。

实施日期和其他轮次

2004年

占烟盒面积

按照要求，欧盟成员国应展示符合以下标准的文字警告：

最低要求

	不包括边框			包括边框		
	总体	正面	背面	总体	正面	背面
单一语种国家	35%	30%	40%	48%	43%	53%
双语种国家	39%	32%	45%	52%	45%	58%
三种官方语言国家	43%	35%	50%	56%	48%	63%

轮换时间表和迄今轮换情况

有42种图片式警告可供选择。没有明确规定轮换的建议频率。

对误导性信息的限制

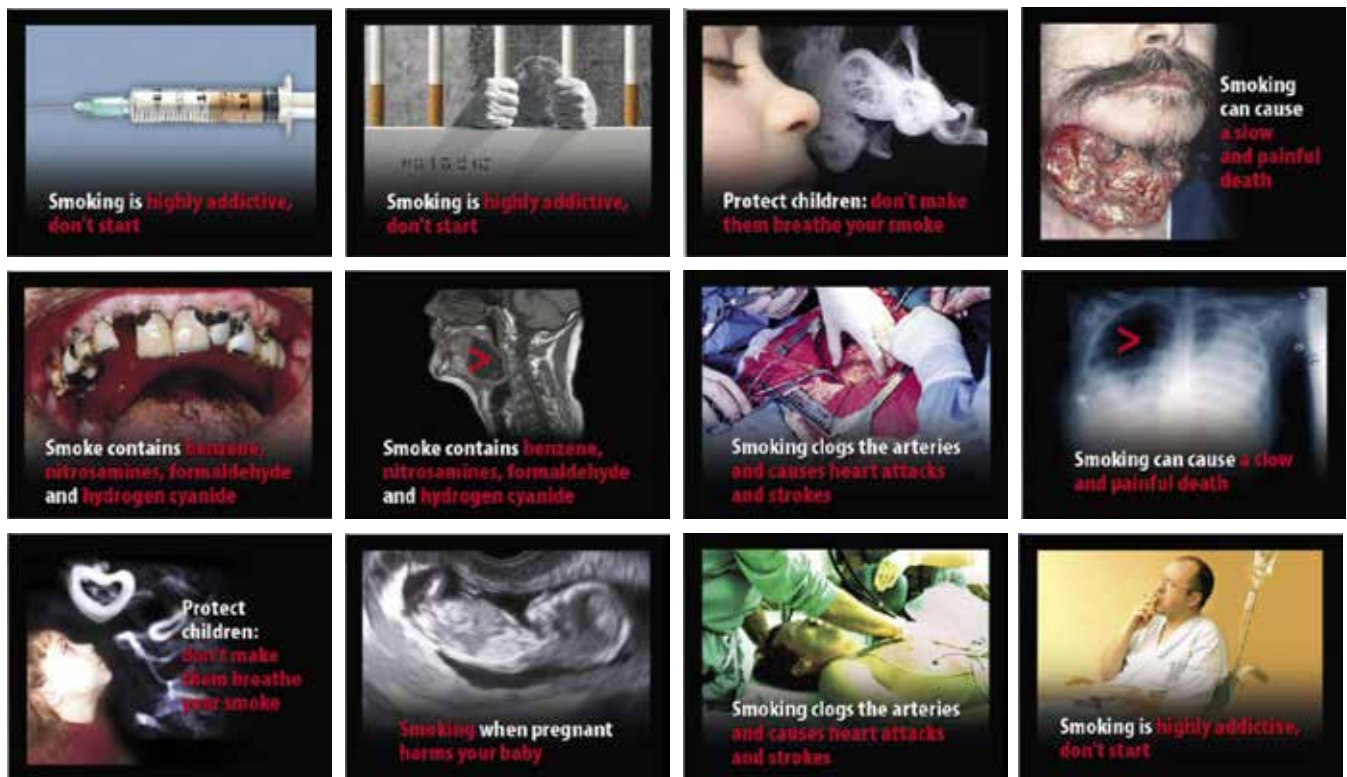
禁止在包装上使用“淡味”和“柔和”等误导性描述词。

特别注释

许多非欧盟成员国也采用了欧盟的警告标签图像，用在他们国家的烟盒上。

图片式警告标签

2004年



图片式警告标签

2004年



Smoking can **damage the sperm** and **decreases fertility**



Smoking can **damage the sperm** and **decreases fertility**



Smoke contains **benzene, nitrosamines, formaldehyde and hydrogen cyanide**

The risk of having a stroke is approximately **50% higher in smokers** than in non-smokers

Smoking **clots the arteries** and causes heart attacks and strokes



Smoking when pregnant **harms your baby**



Smokers **die younger**



Smoking can cause a **slow and painful death**

Get help to stop smoking:
0803 00 00 00



Smoking causes **fatal lung cancer**



Smoking causes **fatal lung cancer**



Smoking causes **fatal lung cancer**

Stopping smoking **reduces the risk of fatal heart and lung diseases**




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**



Smoking when pregnant **harms your baby**

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**



Smoking causes **ageing of the skin**

Lifetime smokers lose an average of **14 years of life**

Smokers **die younger**



Smokers **die younger**

0803 00 00 00

Choose freedom, we'll help you

Get help to stop smoking

Smoking is a serious nicotine addiction, **don't be afraid to ask for help**

Your doctor or your pharmacist can help you stop smoking

图片式警告标签

2004年

