Implementation date and additional rounds
2001, 2012

Package coverage
Health warnings are required to cover 75% of the front and 75% of the back of the package (one side in English and the other side in French, the two official Canadian languages). Overall, 75% of the package space is appropriated to health warnings. The warning label must also appear on the inside of each cigarette package, either on the slide or on an insert.

Rotation schedule and history
Sixteen warnings are used on cigarette packages. Rotation frequency is unspecified.

Restrictions on misleading information
Misleading descriptors such as “light” and “mild” are not prohibited by law from appearing on packages. However, a court order bans certain (not all) tobacco companies from using the terms.

Special notes
Canada was the first country to implement pictorial health warning labels on cigarette packages. From 2001 to 2011, health warnings were required to cover 50% of the front and 50% of the back of cigarette packages. In 2012, the size was increased to cover 75% of the front and 75% of the back of packages.