Implementation date and additional rounds

Tobacco products package coverage and location
Graphic health warnings are required to cover the bottom 50% of the front and 50% of the back of the package. Overall, 50% of the package space is allocated to health warnings.

Misleading information
Misleading descriptors such as ‘light,’ ‘smooth,’ ‘mild,’ ‘low in tar, nicotine, carbon monoxide,’ are prohibited from appearing on packages.

Constituents and emissions information
A single message is required to display qualitative (descriptive) constituents and emissions information on one lateral side.

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
Chile has produced eight rounds of graphic health warning labels:

<table>
<thead>
<tr>
<th>Round (Year)</th>
<th>Number</th>
<th>Size (%) [average— front/back]</th>
</tr>
</thead>
<tbody>
<tr>
<td>R1 (2006)</td>
<td>1 pair</td>
<td>50— 50/50</td>
</tr>
<tr>
<td>R2 (2007)</td>
<td>1 pair</td>
<td>50— 50/50</td>
</tr>
<tr>
<td>R3 (2008)</td>
<td>1 pair</td>
<td>50— 50/50</td>
</tr>
<tr>
<td>R4 (2009)</td>
<td>1 pair</td>
<td>50— 50/50</td>
</tr>
<tr>
<td>R5 (2010)</td>
<td>1 pair</td>
<td>50— 50/50</td>
</tr>
<tr>
<td>R6 (2011)</td>
<td>1 pair</td>
<td>50— 50/50</td>
</tr>
<tr>
<td>R7 (2012)</td>
<td>1 pair</td>
<td>50— 50/50</td>
</tr>
<tr>
<td>R8 (2013)</td>
<td>5 pairs</td>
<td>50— 50/50</td>
</tr>
</tbody>
</table>

Warnings within each round were required to be rotated for a period of 12 months, and since 2013 for 24 months. Warning texts must be in Spanish, the principal language of the country.
WARNINGS: 2010

El tabaco reduce tu rendimiento físico y sexual

El tabaco te deja IMPOTENTE
Por ti y tu pareja Deja de Fumar

Ministerio de Salud - Gobierno de Chile

WARNINGS: 2009

El humo de tabaco los ahoga y enferma

Tú también puedes tener un INFARTO
Cada cigarrillo que fumas aumenta las probabilidades para ti y para los que te rodean

Ministerio de Salud-Chile

WARNINGS: 2008

EN CHILE EL TABACO MATA A 16.000 PERSONAS AL AÑO LA PRÓXIMA PUEDES SER TÚ

EL TABACO MATA
SI QUIERES VIVIR DEJA DE FUMAR

MINISTERIO DE SALUD/GOBIERNO DE CHILE
WARNINGS: 2007

WARNINGS: 2006