Implementation date and additional rounds
2012, 2013 and 2014

Tobacco products package coverage and location
Graphic health warnings are required to cover the bottom 60% of the front and 60% of the back of the package. Overall, 60% of the package space is allocated to health warnings.

Misleading information
Misleading descriptors such as ‘filter plus,’ ‘low in tar,’ ‘light,’ ‘ultra light,’ and ‘smooth,’ and figures for emission yields (including tar, nicotine, and 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) including electronic cigarettes, without specifying the content of the warnings for each type of tobacco.

Rotation schedule, history, language, and help for smoking cessation
Ecuador has produced three 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 (2012)</td>
<td>6</td>
<td>60— 60/60</td>
</tr>
<tr>
<td>R2 (2013)</td>
<td>6</td>
<td>60— 60/60</td>
</tr>
<tr>
<td>R3 (2014)</td>
<td>6</td>
<td>60— 60/60</td>
</tr>
</tbody>
</table>

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

EL HUMO DEL TABACO Mata A TU BEBÉ
FUMAR TE CAUSA CÁNCER DE MAMA
FUMAR TE CAUSA INFARTO
FUMAR TE CAUSA CÁNCER DE LARINGE
FUMAR TE CAUSA DERRAME CEREBRAL
MI ADICIÓN A FUMAR ME AMARRÓ AL TANQUE DE OXÍGENO

Source: www.tobaccocontrollaws.org/legislation/country/ecuador/pl-health-warnings
WARNINGS: 2013

FUMAR TE CAUSA GANGRENA
FUMAR TE CAUSA CÁNCER
FUMAR TE ENVENENA

FUMAR AFECTA TU ECONOMÍA
SI FUMAS APESTAS
FUMAR TE CAUSA IMPOTENCIA SEXUAL

WARNINGS: 2012

FUMAR INTOXICA AL BEBÉ, CAUSA PARTOS PREMATUROS Y MUERTE
NO PERMITAS QUE EL HUMO DEL TABACO INTOXIQUE A TUS HIJOS
FUMAR DESTRUYE TU DENTADURA Y TU BOCA

FUMAR TE CAUSA UNA MUERTE LENTA Y DOLOROSA
FUMAR TE CAUSA IMPOTENCIA SEXUAL
FUMAR TE ARRUGA Y DAÑA TU PIEL