Implementation date and additional rounds
2014 and 2015

Tobacco products package coverage and location
Graphic health warnings are required to cover the top 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 ‘light,’ ‘ultra,’ and ‘mild,’ graphics, numbers, and figures for emissions 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 side panel.

Special notes
The law also requires graphic health warnings to appear on all six sides of each carton, occupying 60% of each side. Each carton must depict at least three different health warnings.

Rotation schedule, history, language, and help for smoking cessation
Jamaica has produced two rounds of graphic health warning labels:

<table>
<thead>
<tr>
<th></th>
<th>SMOKELESS TOBACCO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Round (Year)</td>
<td>Number</td>
</tr>
<tr>
<td>R1 (2014)</td>
<td>4</td>
</tr>
<tr>
<td>R2 (2015)</td>
<td>4</td>
</tr>
</tbody>
</table>

Warnings within each Round are required to be rotated for a period of 12 months. Warning texts must be in English, the principal language of the country.

WARNINGS: 2015

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### JAMAICA
### AMERICAS REGION

**WARNINGS: 2015**

#### SMOKELESS TOBACCO

- **WARNING**
  - Tobacco Causes STROKES
  - Tobacco Causes MOUTH CANCER
  - SMOKING can CAUSE your DEATH from NECK CANCER

#### SMOKELESS TOBACCO

- **WARNING**
  - Tobacco Causes STROKES
  - Tobacco Causes MOUTH CANCER
  - Tobacco Causes NECK CANCER
  - Tobacco Causes SLOW and PAINFUL DEATH from Cancer and other Diseases
WARNINGS: 2014

SMOKED TOBACCO

WARNING
Smoking causes MY lung cancer
QUIT NOW
and reduce your risk
Chinoh Bednarek

WARNING
Smoking Causes IMPOTENCE
Chinoh Bednarek

WARNING
Smoking Causes MOUTH CANCER
Chinoh Bednarek

WARNING
Smoking Causes STILLBIRTHS
Chinoh Bednarek

WARNING
QUIT NOW
“I wish I had quit before it sickened my Song.”
John Maxwell
Jamaica

WARNING
Smoking Causes IMPOTENCE
Chinoh Bednarek

Smoking decreases the blood flow needed for an erection

WARNING
MOUTH CANCER
It also causes bad breath, speech problems, and makes it difficult to eat and swallow
Chinoh Bednarek

WARNING
Smoking Causes STILLBIRTHS
Chinoh Bednarek

Smoking during pregnancy also causes miscarriages, premature births, and birth defects

WARNING
Smoking Causes AGEING
Chinoh Bednarek

Smoking causes premature ageing

WARNING
YOUR Smoke May Kill YOUR Children
Take the Step QUIT NOW
Chinoh Bednarek

YOUR Smoke May Kill YOUR Children
Second-hand smoke causes Asthma and other deadly diseases
Chinoh Bednarek

WARNING
Smoking Causes BLINDNESS
Chinoh Bednarek

Smoking causes irreversible damage to the eye.

GLOBAL.TOBACCOFREEEKIDS.ORG
JAMAICA

WARNINGS: 2014

SMOKELESS TOBACCO

WARNING
Tobacco Causes MOUTH DISEASE
It also causes bad breath, speech problems, and makes it difficult to eat and swallow.

WARNING
Tobacco Causes MOUTH CANCER
It also causes bad breath, speech problems, and makes it difficult to eat and swallow.

WARNING
Tobacco Causes STILLBIRTHS
Tobacco during pregnancy also causes miscarriages, pre-term births, and birth defects.

WARNING
Tobacco Causes STROKES
Tobacco use increases the risk of damaging blood vessels in your brain.

WARNING
Tobacco Causes DEATH from STROKE
Cut tobacco now - reduce the risk of damaging blood vessels in your brain.