Global.tobaccofreekids.org

Law passage date
2011

Expected implementation date
2012

Package coverage
Health warnings are required to cover 30% of the front and 40% of the back of the package. Overall, 35% of the package space is appropriated to health warnings. The front of the package should have a text-only warning and the back should have a pictorial warning.

Rotation schedule and history
Fourteen warnings are used on cigarette packages.

Restrictions on misleading information
Misleading descriptors such as “light” and “mild” are prohibited from appearing on packages.

WARNINGS

2012

0800 169 0 169 Choose freedom, we’ll help you
Get help to stop smoking

Smoking is highly addictive, don’t start

Smoke contains benzene, nitrosamines, formaldehyde and hydrogen cyanide

Smoking when pregnant harms your baby

Protect children: don’t make them breathe your smoke

Smoking clogs the arteries and causes heart attacks and strokes

Smoking can cause a slow and painful death

Smokers die younger

Smoking causes fatal lung cancer

Smoking may reduce the blood flow and causes impotence

Smoking can damage the sperm and decreases fertility

Smoking causes ageing of the skin

You can do it, we can help
Your doctor or your pharmacist can help you stop smoking

The risk of Coronary Heart Disease is reduced by 50% after 1 year of smoking abstinence

Stopping smoking reduces the risk of fatal heart and lung diseases