NEW ZEALAND

Implementation date and additional rounds
2008

Package coverage
Health warnings are required to cover 30% of the front and 90% of the back of the package in both English and Maori. Overall, 60% of the package space is appropriated to health warnings.

Rotation schedule and history
Two sets of 7 warnings are rotated every 12 months.

Restrictions on misleading information
Misleading descriptors such as “light” and “mild” are NOT prohibited from appearing on packages.

WARNINGS

SMOKING IS HIGHLY ADDICTIVE
KA TINO WAREA TE TANGATA I TE MOMI HIKARETI

YOU ARE NOT THE ONLY ONE SMOKING THIS CIGARETTE
ÉHARA KO KOE ANAKE KEI TE MOMI I TÉNEI HIKARETI

SMOKING CAUSES BLINDNESS
KA KĀPO KOE I TE MOMI HIKARETI

SMOKING BLOCKS YOUR ARTERIES
KA AUKATHIAI QI JOIO TOTO I TE MOMI HIKARETI

YOUR SMOKING CAN HARM YOUR KIDS
KOI PĀNGIA I TE MATE ŌU TAMARIKI I TOU MOMI HIKARETI

SMOKING MORE THAN DOUBLES YOUR RISK OF STROKE
KA TINO KAHA RAWA AKE TŌU PĀNGIA ARA I TĒ MATE MOTO KUPA I TOU MOMI HIKARETI
NEW ZEALAND

WARNINGS

2008

SMOKING CAUSES FOUL AND OFFENSIVE BREATH

KA HAUNGA, KA KEHAKHE TÖU HÀ I TE MOMI HIKARETI

Tobacco smoke affects the natural chemical balance in your mouth, which can give you offensive bad breath.
You CAN quit smoking. Call Quitline 0800 778 778 or talk to a quit smoking provider.

SMOKING CAUSES MOUTH CANCER

KA RÅTE PUKUPUKU O TE WAHA KOE I TE MOMI HIKARETI

Mouth and throat cancer can result in eating, swallowing and speech problems, disfigurement and death.
You CAN quit smoking. Call Quitline 0800 778 778 or talk to a quit smoking provider.

SMOKING CAN MAKE YOU IMPOTENT

KA KAHAKORE TÅE URE I TE MOMI HIKARETI

Smoking can cause impotence due to decreased blood flow to the penis. This can prevent you from having sex.
You CAN quit smoking. Call Quitline 0800 778 778 or talk to a quit smoking provider.

SMOKING CAUSES GANGRENE

KA PÅNGA KOE I TE KIKO HANGA I TE MOMI HIKARETI

Smoking damages your blood vessels reducing circulation to your toes and feet. This can cause blood clots, gangrene and amputation.
You CAN quit smoking. Call Quitline 0800 778 778 or talk to a quit smoking provider.

OVER 80% OF LUNG CANCERS ARE CAUSED BY SMOKING

TE NUINGA O NGÅ MÅTE PUKUPUKU Å PÅKÅHU HÅ I TE MOMI HIKARETI

Smoking causes most lung cancers in New Zealand. If you get lung cancer you will probably die from it.
You CAN quit smoking. Call Quitline 0800 778 778 or talk to a quit smoking provider.

SMOKING CAUSES SERIOUS LUNG DISEASES

HE TÎNO KÅNO TE MÅTE MIRU PÅPUHU

Smoking causes crippling and often fatal lung diseases like emphysema.
You CAN quit smoking. Call Quitline 0800 778 778 or talk to a quit smoking provider.

TOBACCO SMOKE IS POISONOUS

HE PAHÅNA TE AUÅHI HÅKA

Smoking exposes you to poisonous chemicals that cause cancer, heart disease and death.
You CAN quit smoking. Call Quitline 0800 778 778 or talk to a quit smoking provider.

SMOKING CAUSES HEART ATTACKS

KA MÅUII TÖU NGÅKÅAU I TE MOMI HIKARETI

Smoking can block your arteries. Blocked arteries cause heart attacks which can kill you.
You CAN quit smoking. Call Quitline 0800 778 778 or talk to a quit smoking provider.