Type of Tobacco Product(s)
Legislation applies only to cigarettes and does not extend to any other tobacco products.

Health Warning Labels

Type, Size and Location
Pictorial health warning labels (HWLs) are required to cover the top 50% of the front and 50% of the back of the package. Overall, 50% of the principal display areas are allocated to health warnings.

Content
The single warning addresses the health impacts of smoking.

Language
Health warning texts must be in Urdu (front) and English (back), the principal languages of the country.

Cessation Aid
No quitline phone number or government-sponsored website is required to be displayed on the package.

Number, Rotation Schedule and History
Pakistan has produced four rounds of pictorial HWLs:

<table>
<thead>
<tr>
<th>CIGARETTES</th>
<th>Round (implementation year)</th>
<th>Number of HWLs</th>
<th>Size (%) [average— front/back]</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>R1 (2010)</td>
<td>1</td>
<td>40 — 40/40</td>
</tr>
<tr>
<td></td>
<td>R2 (2015)</td>
<td>1</td>
<td>85 — 85/85</td>
</tr>
<tr>
<td></td>
<td>R3 (2018)</td>
<td>1</td>
<td>50 — 50/50</td>
</tr>
<tr>
<td></td>
<td>R4 (2019)</td>
<td>1</td>
<td>60 — 60/60</td>
</tr>
</tbody>
</table>

Each round is to appear for a period of one year. In 2015, the size of the health warning was to increase from 40% to 85% of the principal display areas. However, this increase in size was delayed and ultimately never implemented. In 2018, the size increased from 40% to 50%, and will increase again in 2019 to 60% of the principal display areas.

Constituents and Emissions Information
No message is required to display qualitative (descriptive) constituents and emissions information on cigarette packaging.

Prohibition on Misleading Packaging and Labeling
No misleading information is prohibited from appearing on cigarette packaging.

Additional Notes
The content (text and picture) of the HWL is the same for Rounds 2, 3, and 4, and only the size is different.
WARNINGS: 2015/2018/2019

CIGARETTES

FRONT

BACK

WARNINGS: 2010

CIGARETTES

FRONT

BACK