

Types of Tobacco Products

Legislation applies to all tobacco products (smoked and smokeless).

Health Warning Labels

Type, Size and Location

Pictorial health warning labels (HWLs) are required to cover 100% of the back and a text-only HWL on the bottom 30% of the front of the package. Overall, 65% of the principal display areas of the package are allocated to HWLs.

Content

The contents of the HWLs are not specific to each type of tobacco product, with identical pictures and texts on both smoked and smokeless tobacco products.

Language

Warning texts must be in Portuguese, the principal language of the country.

Cessation Aid

A quitline phone number and a government-sponsored website are required to be displayed as part of the HWL on the front of the package.

Number, Rotation Schedule and History

Brazil has produced six rounds of pictorial HWLs:

All Tobacco Products		
Round (implementation year)	Number of HWLs	Size (%) average– front/back
R1 (2002)	9	50- 0/100
R2 (2004)	10	50- 0/100
R3 (2009)	10	50- 0/100
R4 (2013)	9	50- 0/100
R5 (2016)	9	65— 30/100
R6 (2018)	9	65— 30/100

Warnings within each round can appear simultaneously or be rotated for a period of at least five months. Beginning in Round 5 in 2016, the overall size of the HWLs increased from 50 to 65% of the principal display areas with the addition of the text-only HWL to the front of the pack.

Constituents and Emissions Information

Nine rotating messages are required to display qualitative (descriptive) constituents and emissions information including: benzene, ammonia, heavy metals, arsenic, nitrosamines, formaldehyde, cyanide, nicotine, and carbon monoxide. Messages are required to be printed on 75% of one lateral side of the package. Each of the nine constituents and emissions messages is to be printed along with a specific pictorial HWL on the same package.

Prohibition on Misleading Packaging and Labeling

Misleading descriptors such as "light", "soft" and "mild" are prohibited from appearing on packages.

Additional Notes

Pictorials from Round 3 to Round 5 were the same with the exception of one that was discarded beginning in Round 4. Also in Round 4, the quitline phone number changed and a government-sponsored website was added as part of the HWL on the back of the package. The quitline phone number and website were moved to the front of the package in Round 5.

TOBACCO PRODUCT WARNINGS: 2018

BACK & LATERAL PAIRINGS















GÁS CIANÍDRICO,







FRONT

ESTE PRODUTO CAUSA CÂNCER PARE 136 DE **FUMAR** www.saude.gov.br

TOBACCO PRODUCT WARNINGS: 2016

BACK























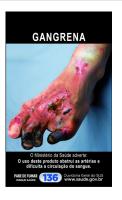
TOBACCO PRODUCT WARNINGS: 2013

BACK

LATERAL





















TOBACCO PRODUCT WARNINGS: 2009







BACK







LATERAL











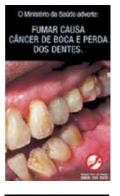
TOBACCO PRODUCT WARNINGS: 2004

BACK























AMERICAS REGION

BRAZIL

TOBACCO PRODUCT WARNINGS: 2002







BACK











