

Implementation date and additional rounds
2007

Package coverage

Health warnings are required to cover 50% of the front and 50% of the back of the package, with English on one side and Chinese on the other. Overall, 50% of the package space is appropriated to health warnings.

Rotation schedule and history

The law requires a set of six pictorial warning labels to be rotated on cigarette packages throughout each year, with each warning being shown in equal proportion over that period.

Restrictions on misleading information

Misleading descriptors such as “light,” “mild,” and “low tar,” are prohibited from appearing on packages.

WARNINGS

2007

