

Дата внедрения и дополнительные раунды
2001, 2012

Площадь размещения на упаковке

Предупредительные надписи должны покрывать 75% лицевой и 75% оборотной сторон упаковок табачных изделий. В целом, предупреждения о вреде курения должны занимать 75% общей площади упаковки. Также предупредительная надпись должна присутствовать на внутренней стороне каждой сигаретной упаковки – либо на слайде, либо на вкладыше. Текст предупреждений – на английском языке на одной стороне упаковки, и на французском – на другой.

График ротации и хронология

Шестнадцать вариантов предупредительных надписей используются на сигаретных пачках.

Ограничения в отношении информации, вводящей в заблуждение

Законом НЕ установлен запрет в отношении использования на упаковках таких вводящих в заблуждение определений, как «легкие» и «мягкие». Однако, распоряжением суда определенным (но не все) табачным компаниям запрещается использование таких терминов.

Примечания

Канада стала первой страной в мире, внедрившей графические предупреждения о вреде курения на сигаретных пачках. С 2001 по 2011 год предупредительные надписи должны были занимать 50% лицевой и 50% оборотной стороны сигаретной пачки. В 2012 году требуемый размер был увеличен до 75% лицевой и 75% оборотной стороны упаковки.

ПРЕДУПРЕЖДЕНИЯ

2012



Tobacco Labelling Resource Centre: Canada. Waterloo, Ontario: Department of Health, University of Waterloo; 2010 [cited 2011 April 6]; Available from: <http://www.tobaccolabels.ca/healthwarningimages/country/canada>.

ПРЕДУПРЕЖДЕНИЯ

2012

WARNING
RISK OF BLINDNESS
Smoking may increase your risk of age-related macular degeneration, a condition that can cause permanent vision loss. There is no effective treatment in most cases.
Need help to quit? 1-866-366-3667 gosmoketfree.gc.ca/quit
Health Canada

WARNING
This is what dying of lung cancer looks like.
Barb Tarbox died at 42 of lung cancer caused by cigarettes.
You can quit. We can help. 1-866-366-3667 gosmoketfree.gc.ca/quit
Health Canada

WARNING
When you smoke it shows.
Tobacco is addictive and harmful.
You have it for will. There is a way. 1-866-366-3667 gosmoketfree.gc.ca/quit
Health Canada

WARNING
BLADDER CANCER
Toxic chemicals in tobacco smoke damage the lining of the bladder causing cancer. The most common sign is blood in the urine.
You have the will. There is a way. 1-866-366-3667 gosmoketfree.gc.ca/quit
Health Canada

ПРЕДУПРЕЖДЕНИЯ

2001

WARNING
CIGARETTES CAUSE STROKES
Tobacco smoke can cause the arteries in your brain to clog. This can block the blood vessels and cause a stroke. A stroke can cause disability and death.
Health Canada

WARNING
CIGARETTES CAUSE MOUTH DISEASES
Cigarette smoke causes oral cancer, gum diseases and tooth loss.
Health Canada

WARNING
CHILDREN SEE CHILDREN DO
Your children are twice as likely to smoke if you do. Half of all premature deaths among life-long smokers result from tobacco use.
Health Canada

WARNING
IDLE BUT DEADLY
Smoke from a lit cigarette contains toxic substances like hydrogen cyanide, formaldehyde and benzene. Second-hand smoke can cause death from lung cancer and other diseases.
Health Canada

WARNING
WHERE THERE'S SMOKE THERE'S HYDROGEN CYANIDE
Tobacco smoke contains hydrogen cyanide. It can cause headaches, dizziness, weakness, nausea, vertigo and stomach aches in smokers and non-smokers.
Health Canada

WARNING
TOBACCO SMOKE HURTS BABIES
Tobacco use during pregnancy increases the risk of preterm birth. Babies born preterm are at an increased risk of infant death, illness and disability.
Health Canada

DON'T POISON US
WARNING: Second-hand smoke contains carbon monoxide, ammonia, formaldehyde, benz(a)pyrene and nitrosamines. These chemicals can harm your children.
Health Canada

WARNING
YOU'RE NOT THE ONLY ONE SMOKING THIS CIGARETTE
The smoke from a cigarette is not just inhaled by the smoker. It becomes second-hand smoke, which contains more than 50 cancer-causing agents.
Health Canada

WARNING
CIGARETTES ARE A HEARTBREAKER
Tobacco use can result in the clogging of arteries in your heart. Clogged arteries cause heart attacks and can cause death.
Health Canada

WARNING
CIGARETTES CAUSE LUNG CANCER
85% of lung cancers are caused by smoking. 80% of lung cancer victims die within 3 years.
Health Canada

WARNING
CIGARETTES CAUSE LUNG CANCER
Every cigarette you smoke increases your chance of getting lung cancer.
Health Canada

WARNING
TOBACCO USE CAN MAKE YOU IMPOTENT
Cigarettes may cause sexual impotence due to decreased blood flow to the penis. This can prevent you from having an erection.
Health Canada

Estimated Deaths in Canada, 1996

Murders - 510	WARNING EACH YEAR, THE EQUIVALENT OF A SMALL CITY DIES FROM TOBACCO USE
Alcohol - 1,900	
Car accidents - 2,900	
Suicides - 3,900	
Tobacco - 45,000	

Health Canada

WARNING
CIGARETTES ARE HIGHLY ADDICTIVE
Studies have shown that tobacco can be harder to quit than heroin or cocaine.
Health Canada