Tobacco Package Health Warnings: Overview of International Progress

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UICC World Cancer Congress
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Melbourne, Australia
Countries/jurisdictions requiring picture warnings on cigarette packages
World’s Largest

90% Nepal (90%, 90%) (2015)
85% Thailand (85%, 85%)
85% India (85%, 85%) (2015)
82.5% Australia (75%, 90%)
80% Uruguay (80%, 80%)
75% Brunei (75%, 75%)
75% Canada (75%, 75%)
65% Togo (65%, 65%)
65% Turkey (65%, 65%)
65% Turkmenistan (65%, 65%)
65% Mauritius (60%, 70%)
65% Mexico (30%, 100%)
65% Venezuela (30%, 100%)

(average of front/back)
World's Largest - Front

90%   Nepal (2015)
85%   Thailand
85%   India (2015)
80%   Uruguay
75%   Australia
75%   Brunei
75%   Canada
70%   Solomon Islands
65%   Togo
65%   Turkey
65%   Turkmenistan
60%   Ecuador, Jamaica, Mauritius, Sri Lanka
World Leaders - Size

Nepal–2015: 90%
Thailand–2014: 85%
India–2015: 85%

WARNING
Smoking causes throat cancer
Djibouti (2009)
European Union (2016)

Front

Smoking causes fatal lung cancer

Back

Smoking causes fatal lung cancer
50%
Countries/jurisdictions requiring warnings at least 50% of package front/back (on average)
30%
Countries/jurisdictions requiring warnings at least 30% of package front/back (on average)

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<thead>
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<th>Year</th>
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Inserts/interior messages

Canada - 2001

Canada - 2012
Toxic emissions-descriptive

Australia

Djibouti

New Zealand

Panama

Jamaica

Thailand – Left Side

Thailand – Right Side

Canada
Gulf Cooperation Council - Water Pipe Tobacco (2012)

It is more dangerous than you think

Shisha Smoking is as harmful as other types of tobacco
Jamaica

Front:

QUIT NOW
SAVE MONEY

DUNHILL

20 FILTER CIGARETTES

Back:

WARNING

QUIT NOW
You work too hard
to burn your money
Calculate what YOU WILL save
after just 100 days of quitting

Multiply NUMBER
of packs per day
by COST per pack
times 100

We select only the finest tobaccos and apply our 100 years of blending expertise to produce this distinctively delicate and balanced blend (with no additives*).

*No additives in our tobacco does not mean a lower risk cigarette.
Thank you