2012

## **CANADA**

# Implementation date and additional rounds 2001, 2012

#### Package coverage

Health warnings are required to cover 75% of the front and 75% of the back of the package (one side in English and the other side in French, the two official Canadian languages). Overall, 75% of the package space is appropriated to health warnings. The warning label must also appear on the inside of each cigarette package, either on the slide or on an insert.

#### **Rotation schedule and history**

Sixteen warnings are used on cigarette packages. Rotation frequency is unspecified.

#### **Restrictions on misleading information**

Misleading descriptors such as "light" and "mild" are **not** prohibited by law from appearing on packages. However, a court order bans certain (not all) tobacco companies from using the terms.

#### **Special notes**

Canada was the first country to implement pictorial health warning labels on cigarette packages. From 2001 to 2011, health warnings were required to cover 50% of the front and 50% of the back of cigarette packages. In 2012, the size was increased to cover 75% of the front and 75% of the back of packages.

## **WARNINGS**

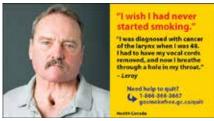
























Tobacco Labelling Resource Centre: Canada. Waterloo, Ontario: Department of Health, University of Waterloo; 2010 [cited 2011 April 6]; Available from: http://www.tobaccolabels.ca/healthwarningimages/country/canada.

## **WARNINGS**

2012









### **WARNINGS**

2001

























