

Article 11

(Packaging and Labeling of Tobacco Products) Guidelines

Prof. Prakrit Vathesatogkit, M.D.
ASH Thailand

Regional Tobacco Control Workshop
Bangkok, 3-8 February 2010

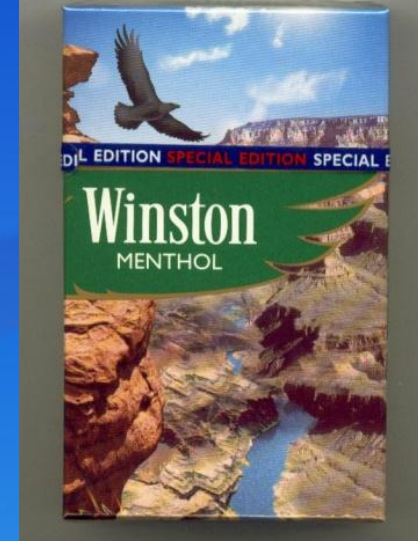
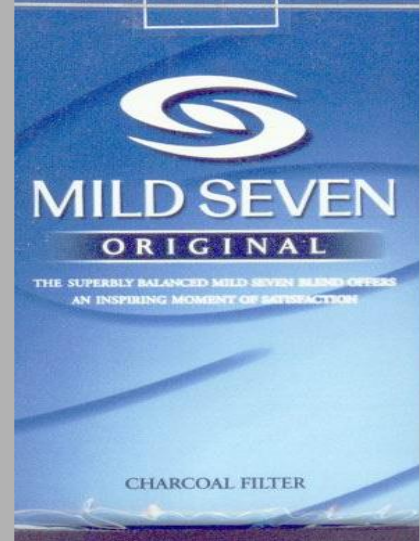
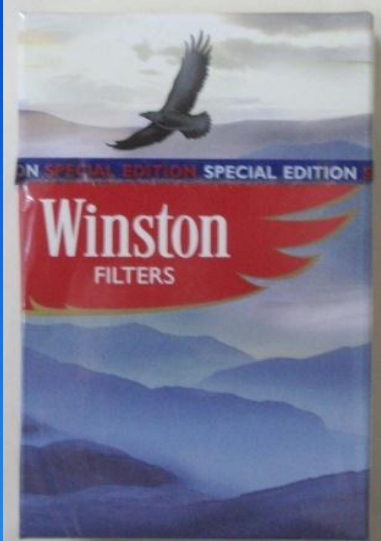
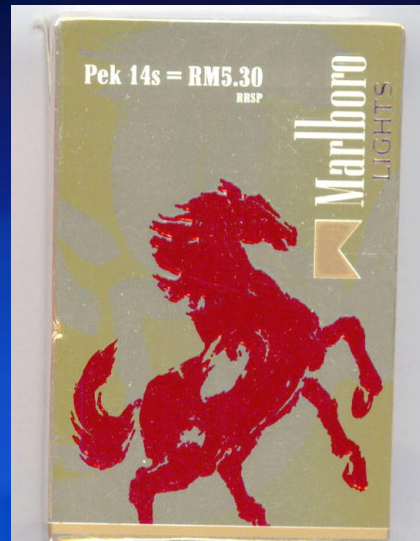


Health warning : what does Article 11 FCTC require

- Warning on **all** tobacco products
- At least 30 %, preferably 50 % or more of “principal display areas
- Large, clearly visible, legible
- Principal languages to be used
- Use of picture
- No misleading words (‘light’ , ‘mild’)
- Printing of information and emission



Attractiveness of pack designs



Package warning is key

- Most cost-effective communications medium available
- Package warnings are public education
- Determined by health departments, paid for by tobacco companies
- Working 24 hours/day, 7 days/week
- Consumer may take out package 20 times/day; 7300 times/year
- Package seen by others

Rob Cunningham: Canadian Cancer Society



Article 11: What it means (1)

Within 3 years.

Party shall adopt and implement effective measures to ensure :

1. Tobacco product packaging and labeling do not contain
 - misleading term / descriptor



Prohibit Misleading terms, descriptors, trademarks, figurative or other signs...

- Low tar / Ultralight / etc
- Mild / Light
- Emissions / tar content (no Figures)
- No printing of expiry dates



2. Packet & package must carry health warning

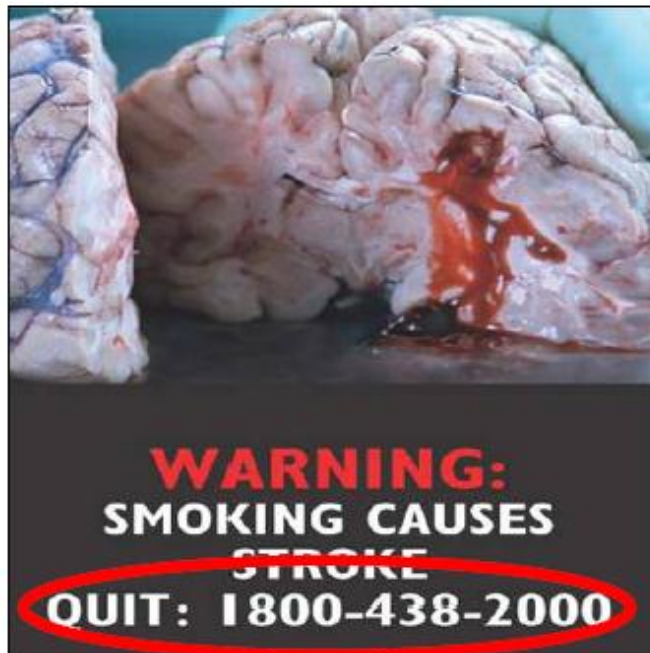
- shall be rotating
- 50% or more and no less than 30% of the principal display areas
- may include pictures or pictograms
- health warning must be on outside package labeling and carton



**It is a “minimum requirements”
parties can impose stricter
requirement beyond those require
by FCTC**



May include other appropriate messages
such as - cessation help
- Quitline number



Singapore
2004



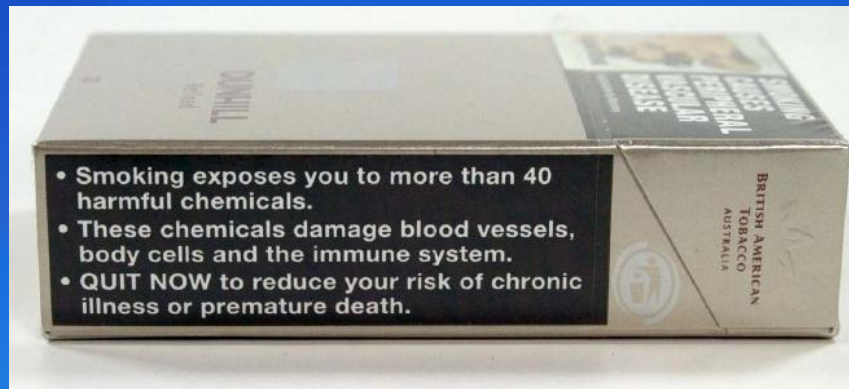
Australia
2006



Article 11: What it means (2)

Require printing of information on constituents and emission of tobacco product

Descriptive information,
not numbers

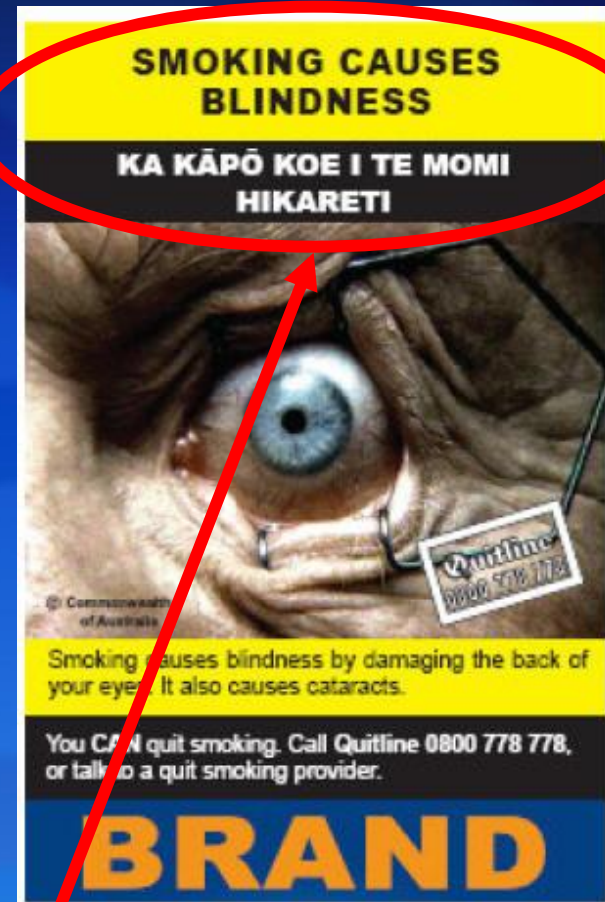


No tar, nicotine level



Article 11: What it means (3)

Warning and labeling shall be on principal language or languages



New Zealand: Maori



Article 11: What it means (4)

Requirement on packaging & labeling applies to any packaging and labeling of tobacco product



Size - FCTC Guidelines

- effectiveness of health warnings increases with their size (para. 12)
- “Parties should consider [...] more than 50%” and “aim to cover as much of the principal display areas as possible” (para. 12)



Large size and visible: bigger is better

50% Front & Back

90% Front, 30% Back



Canada

Australia



New Uruguay Warning the World's largest



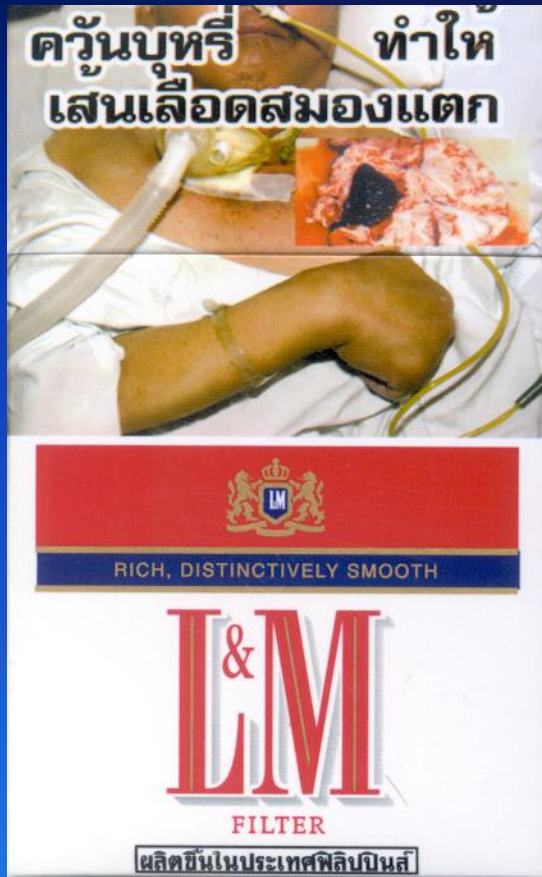
20 %

80 %

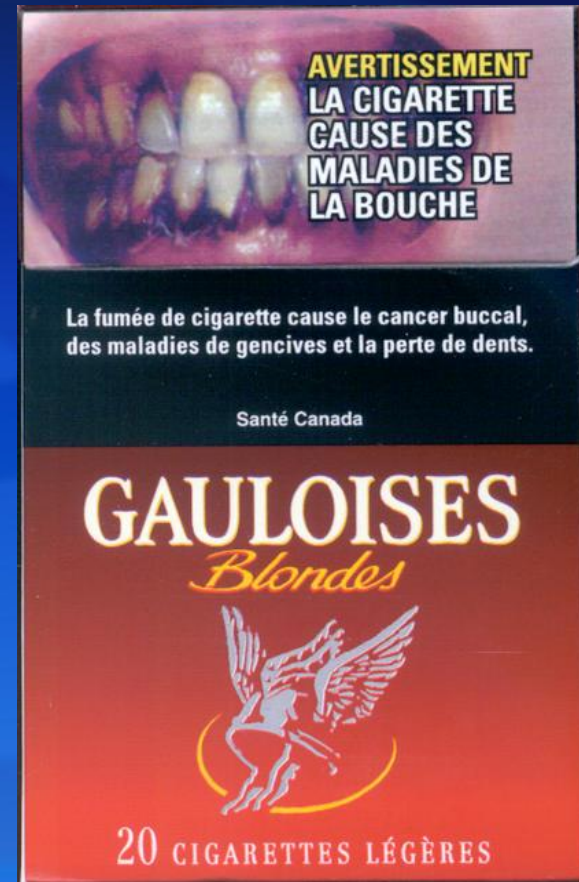
Effective March 1, 2010



Location: Top, not bottom of display surface



Thailand



Canada

Rob Cunningham: Canadian Cancer Society



Visible location: upper part



OK

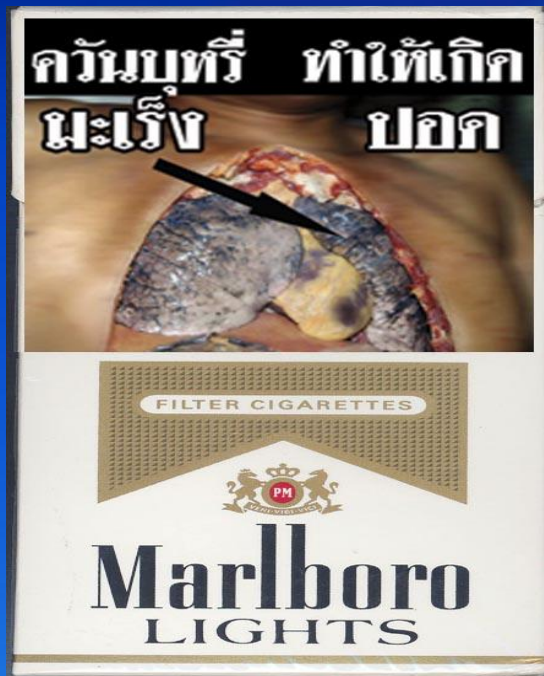
X

(Health warning not visible)

Shelf display



Selection of Graphic Picture: Thailand Survey of 2,183 individuals “Picture most suitable for health warning”



70.7%

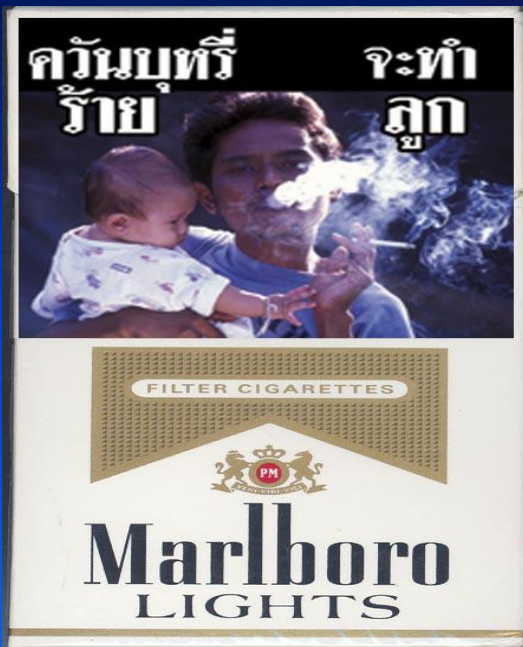


50.3%

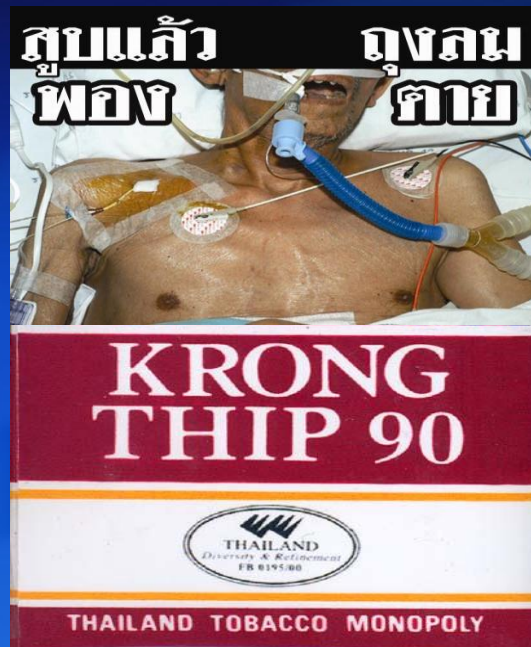


49.7%

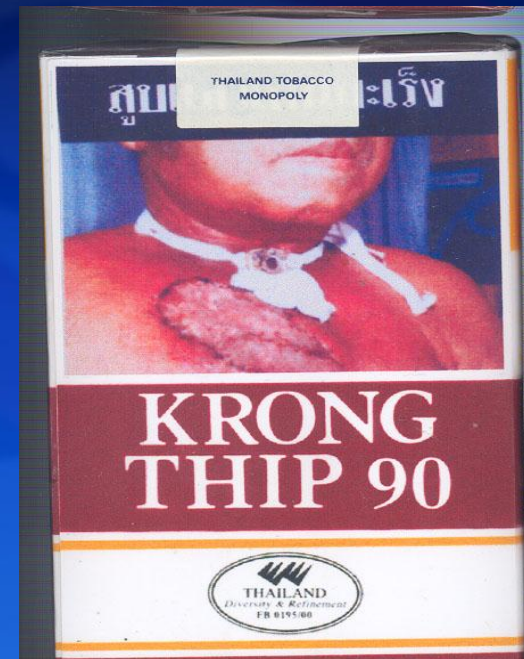




39.2%



37.9%



29.9%





**Smoking cause
impotent**

Smoking can kill you

23%



17.6%



Poll's suggestion : For improvement of effectiveness of warning

• Use scary picture	22.2%
• Larger text	15.1%
• Explain the text	13.7%
• Should have more picture	12.0%
• Should be more colorful	10.9%
• Should use text only (picture too ugly)	7.3%
• Stronger text warning	4.6%
• Miscellaneous	14.2%
	<hr/>
	100



Implementing graphic health warnings in Thailand

- 12 pictorial warnings were chosen
- focus tested to public
- 6 pictures were chosen by the Minister
(a compromised with the industry)
- regulation was drafted
- Minister of Health signed regulation
- March 25, 2004 :Enacted , to be effective in one year.
- Picture files for health warning provided by MOH, not modifiable



Approved pictures

สูบแล้วจะ निकลิ้นปาก



กรองทิพย์ ๙๐

วันผลิต ๐๕/เม.ย./๕๕

โรงงานยาสูบ กระทรวงการคลัง


ควันบุหรี่ ทำให้เกิด มะเร็ง ปอด



FILTER CIGARETTES

Marlboro LIGHTS

สูบแล้ว ฟอง อุดลม ภัย



KRONG THIP 90

THAILAND TOBACCO MONOPOLY

สูบ แก้ว แล้ว เร็ว



กรองทิพย์ ๙๐

วันผลิต ๐๕/เม.ย./๕๕

โรงงานยาสูบ กระทรวงการคลัง

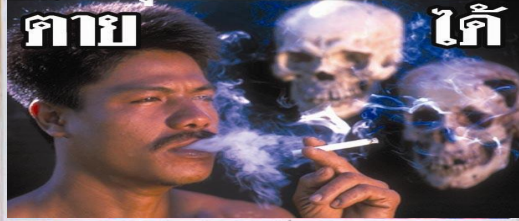
ควันบุหรี่ จะทำ ร้าย ลูก



FILTER CIGARETTES

Marlboro LIGHTS

ควันบุหรี่ ทำคน ภัย ได้



KRONG THIP 90

THAILAND TOBACCO MONOPOLY



Excluded pictures (a compromise with industry 2003)



2004 Regulation

Six rotating graphic warning

Size: 50 % , front & back

Location: on top of the pack

Graphic: Color pictures

Picture files provided by MOH, not modifiable.



Regulation also require printing of health warning on carton



A poll survey of 815 smokers (April 24, 2005)

After seeing the new graphic health
warning

- 57.1% say they smoke less cigarette
- 22.0% smoke the same amount
- 20.9% will quit smoking



Effectiveness of Pictorial Health Warnings on Intention to Quit Smoking (the most = 1,, the least = 6)

	Smoker (N=789)		Non smoker (N=397)	
	Fearful	Decision to quit	Fearful	Decision to quit
 <p>ควันบุหรี่ ทำให้เกิด ตะไคร้ ผด</p>	1	1	1	1
 <p>สูบแล้ว พอด ต้องนอน กายน</p>	2	2	2	2
 <p>ควันบุหรี่ ร้าย จะทำให้ ลูก</p>	3	3	5	5
 <p>สูบแล้วจะ มีกลิ่นปาก</p>	5	4	3	3
 <p>ควันบุหรี่ ตาย ถ้าคน ได้</p>	4	5	4	4
 <p>สูบ แล้ว แสบ เรื้อ</p>	6	6	6	6



Warning that young people do not like



Smoking cause
foul breath



Cigarette smoke lead
to death Picture of
funeral rite



Evaluating Graphic Warnings in Thailand

2005



2006



FCTC Minimal Standard:

- 30% on front and back
- No graphics

FCTC Recommended Standard:

- 50% on front and back
- Graphic images

Conclusions

- ◆ Larger, picture-based warnings have greater impact
 - Increase thinking about health risks of smoking
 - Motivate quitting
- ◆ The higher recommended standard is superior to the minimal standard
- ◆ Impact may be especially strong in low- and middle-income countries
- ◆ Challenge to parties: FCTC is a starting point, NOT an endpoint. Go higher than 50%!

GRAPHIC vs. TEXT: ASTHMA IN CHILDREN

Hammond et al. (2007)
623 Canadian adults



“Attracts your attention”	80%	20%
“Makes people think about health risks”	83%	17%
“Motivates smokers to quit”	84%	16%
“Most effective overall”	83%	17%

Rob Cunningham: Canadian Cancer Society



Use Pictures

- **Picture-based warnings more effective than text-only warnings (Guidelines, paras. 14-15)**
- **Picture says a thousand words**
- **Help illiterate, immigrants, temporary workers**
- **28 countries/jurisdictions require pictures – so far**

Rob Cunningham: Canadian Cancer Society



Among smokers

- Impact in encouraging smokers to quit smoking

						
	WARNING: SMOKING HARMS YOUR FAMILY QUIT: 1800-438-2000	WARNING: SMOKING CAN CAUSE A SLOW PAINFUL DEATH QUIT: 1800-438-2000	WARNING: TOBACCO SMOKE CAN KILL BABIES QUIT: 1800-438-2000	WARNING: SMOKING CAUSES MOUTH DISEASES QUIT: 1800-438-2000	WARNING: SMOKING CAUSES STROKE QUIT: 1800-438-2000	WARNING: SMOKING CAUSES LUNG CANCER QUIT: 1800-438-2000
Median score	6	5	3	3	2	2

Ranked from “1” to “6”, “1” being most effective and “6” being least effective



Among smokers

● Why is this health warning label most effective in encouraging smokers to quit?

- **Smoking causes stroke**
 - “It shows that smoking causes brain damage”
 - “It is gross/ disgusting”
 - “It is frightening”
- **Smoking causes lung cancer**
 - “It is frightening/ scary”
 - “it shows that smoking causes lung cancer”
 - “It is gross/ disgusting”



WARNING:
SMOKING CAUSES
STROKE
QUIT: 1800-438-2000



WARNING:
SMOKING CAUSES LUNG CANCER
QUIT: 1800-438-2000



Among smokers

Why is this health warning label least effective in encouraging smokers to quit?

- Smoking harms your family
 - “It looks just like a family photo”
 - “It has no effect/ no impact”
 - “It is not scary enough”



Norman Chong : Singapore



UK public vote

Most effective

Least effective



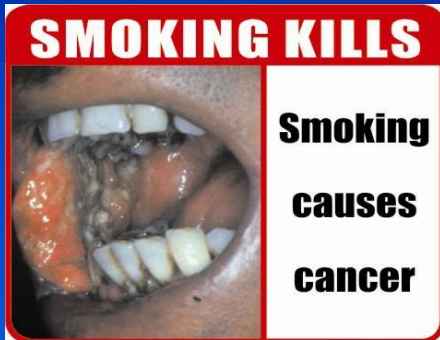
UK Dep't of Health, 2007

Rob Cunningham: Canadian Cancer Society



India, Set # 2 Proposed

50% front/back



India, Set # 3 Implemented

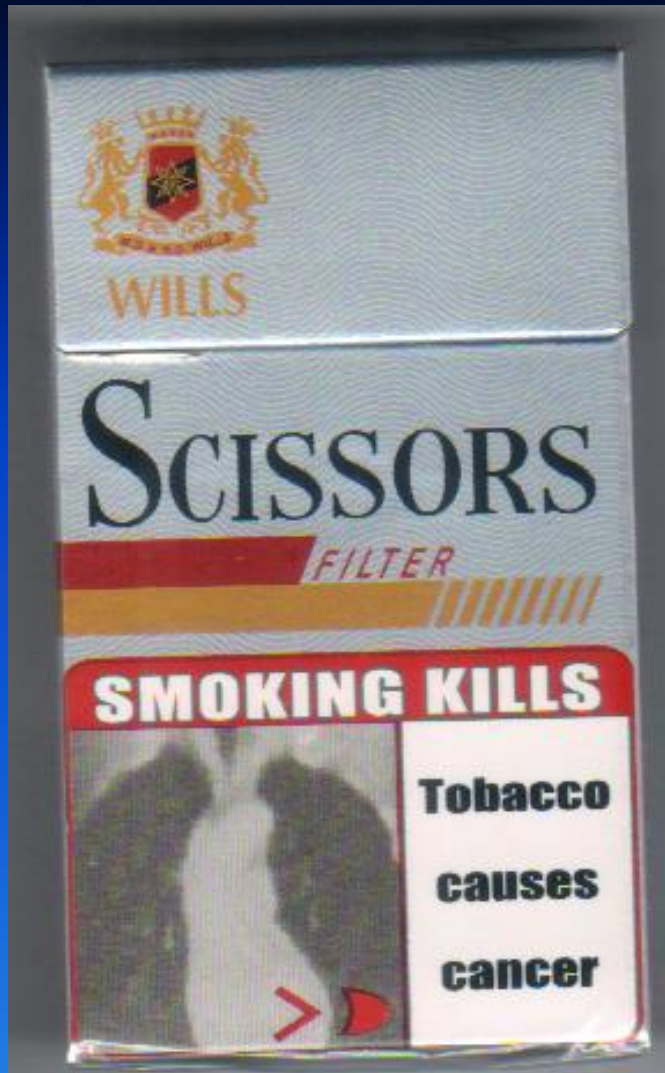
40% front only



Rob Cunningham: Canadian Cancer Society



India 2009



Rob Cunningham: Canadian Cancer Society



9 health warnings in Thailand

Second set of
graphic warning
Thailand
date in effect:
February 2007



Smoking etc from emphysema



Smoking cause stroke



Cigarettes smoke can kill you



Cigarettes cause bad breath



Smoking cause oral cancer



Smoking cause throat cancer



Cigarettes cause lung Cancer



Cigarette smoke harms your babies



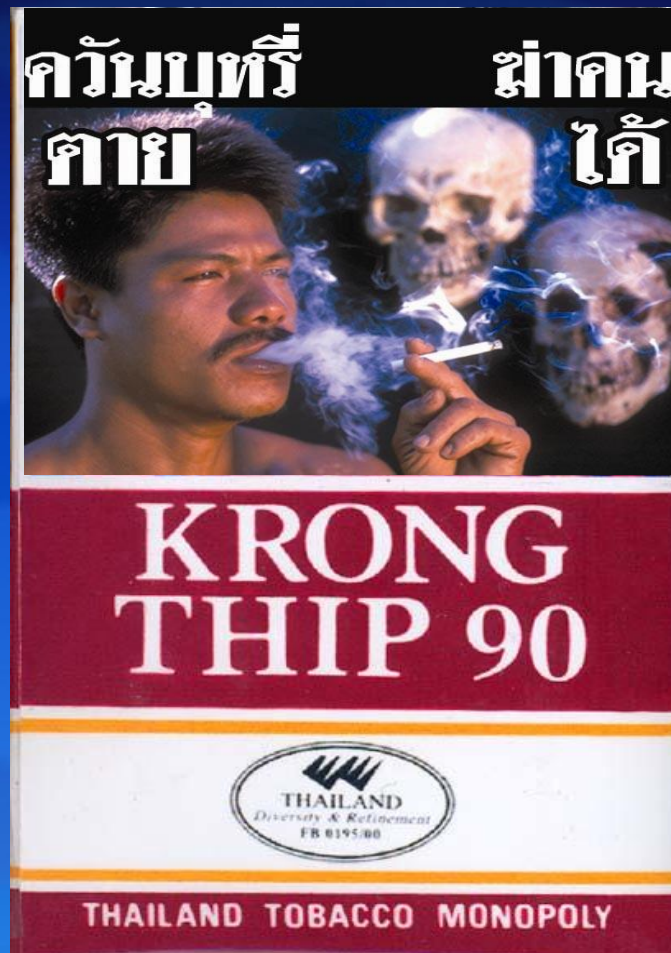
Cigarette smoke cause fatal heart disease



Picture which were replaced because of Low rating



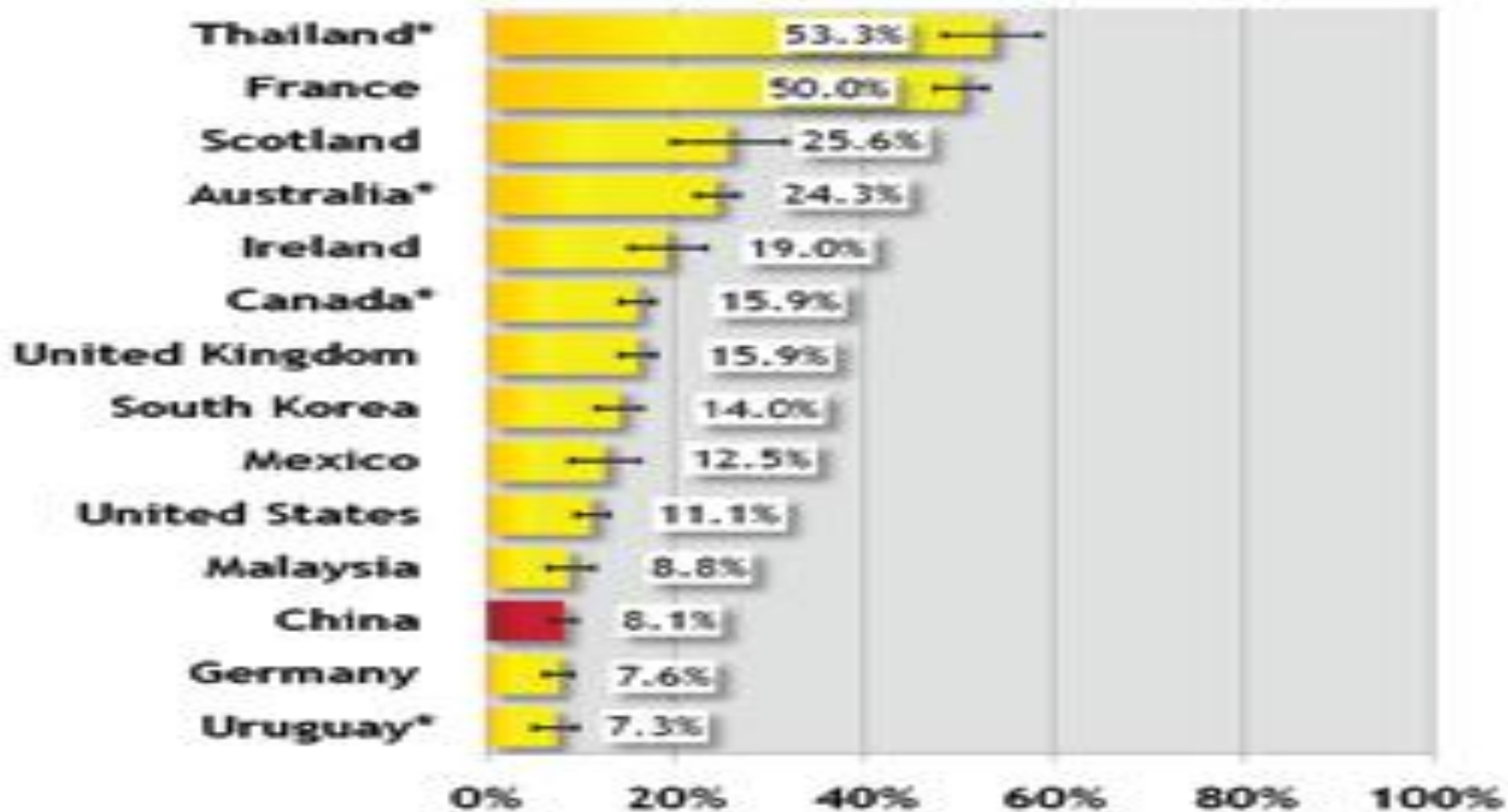
Smoking cause aging



Smoking can kill you



Fig 2. Percentage of smokers who said that warning labels on cigarette packages made them think of the health risks of smoking 'a lot', by country (2006)



*Countries with pictorial warning labels at time of survey.

South Korea data are from 2005; Germany data are from 2007.



Survey of 658 individual visiting children hospital BKK

Where do you receive information on health hazard of tobacco

- Television 76.9%
- Cigarette packet 68.7%
- Newspaper 29.2%
- Health professional 27.8%
- Magazine 25.7%
- Radio 22.0%

ABAC Poll April 2008



- 3rd set of graphic warning Effective March 2010
Size = 55% of both side of pack
Quitline number added

แบบที่ ๑



แบบที่ ๒



แบบที่ ๓



แบบที่ ๔



แบบที่ ๕



แบบที่ ๖



แบบที่ ๗



แบบที่ ๘



แบบที่ ๙



แบบที่ ๑๐



Content of accompanying text

- Use range of messages
 - many health effects
 - different messages impact different people
- Generating negative emotions effective
- More “shocking” messages tend to be more effective
- Combine with cessation advice
- Consider messages on cost, e.g. “Quit smoking, save money”



New added picture

- Smoking cause gangrene
Quitline 1600



New added picture

- Smoking cause 10 different kind of cancer

Quitline 1600



New added picture

- Smoking cause shoke
Quitline 1600



Carton 5 GHW each side



55

Cigarette Brand

45



Carton 5 GHW each side



Cigarette Brand

55

45



Picture which was replaced because of low rating



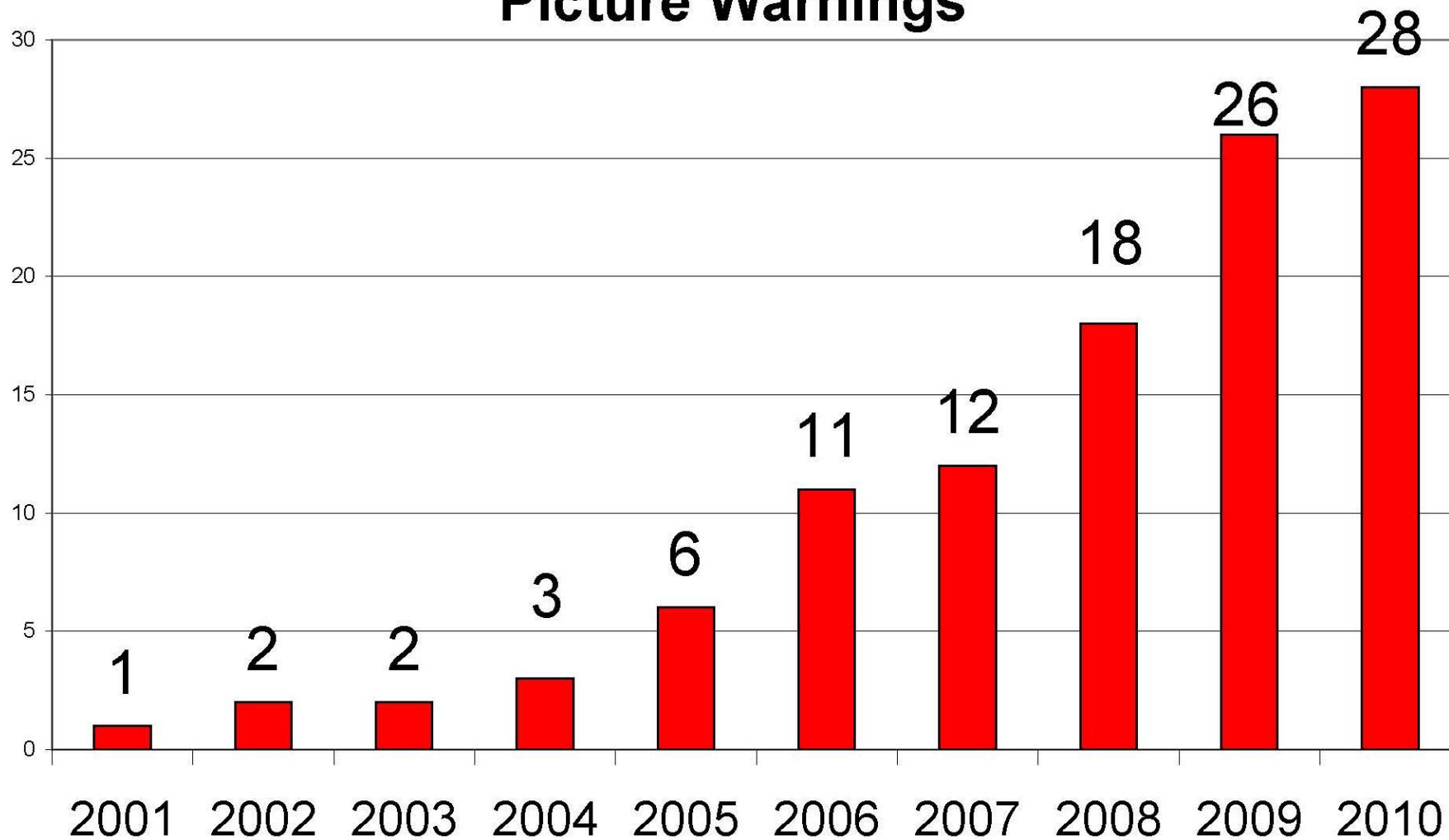
Malaysia's graphic warning (2008)



Brunei's graphic warning (2008)



Countries/Jurisdictions Implementing Picture Warnings



Rob Cunningham: Canadian Cancer Society



What should be the size of graphic warning?

Same size on front & back ?

50 X 50 [Thailand]

or

One side bigger than the other ?

90 X 30 [Australia]

or

100 X 0 [Brazil]



50 %

สูบ
แก๊ว
แล้ว
เร็ว



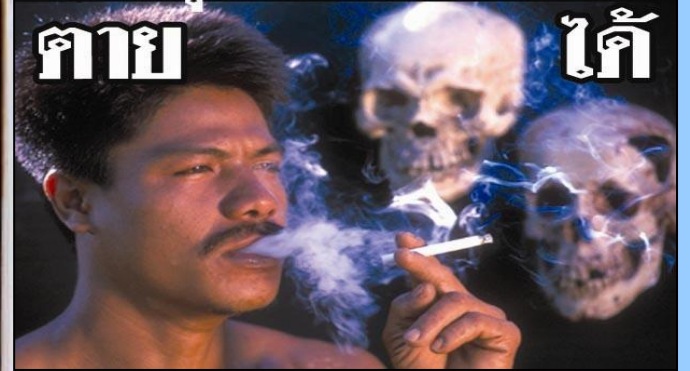
กรองนิพม์
๙๐

วันผลิต ๐๕/เม.ย./๕๕

โรงงานยาสูบ กระทรวงการคลัง

50 %

ควันบุหรี่
ทำลาย
ร่างกาย
ฆ่าคน
ได้



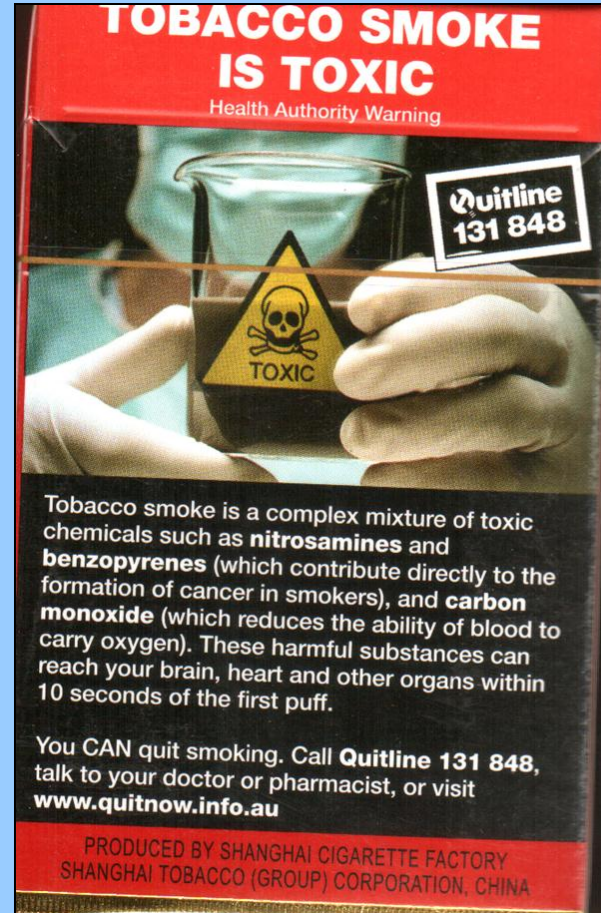
KRONG
THIP 90



THAILAND TOBACCO MONOPOLY



30 %



90 %



- **Initial Australian authority propose 50-50%**
- **Industry's choice 30% - 90%**
- **Initial Malaysian authority propose 50-50 %**
- **Industry lobby for 60-40 %**





Front



Back

Brazil

**100% on
one side
of packet
only.**



Supporting communication activity

- To enhance the effectiveness of new warning parties should coordinate broad, sustained public information and education campaign as well as media coverage



Poster

คำเตือน ของบุหรื
 คนสูบบุหรี่มีสารก่อมะเร็งมากกว่า 50 ชนิด เป็นแหล่งของสารก่อมะเร็งที่สำคัญที่สุดของมนุษย์

- บุหรี่เป็นสาเหตุของมะเร็ง 10 ชนิดในมนุษย์

⊗ มะเร็งปอด	⊗ มะเร็งช่องปาก
⊗ มะเร็งลำคอและกล่องเสียง	⊗ มะเร็งหลอดอาหาร
⊗ มะเร็งกระเพาะอาหาร	⊗ มะเร็งกระเพาะปัสสาวะ
⊗ มะเร็งปากมดลูก	⊗ มะเร็งตับอ่อน
⊗ มะเร็งไต	⊗ มะเร็งเม็ดเลือดขาว
- คนไทยเสียชีวิตด้วยโรคมะเร็งที่เกิดจากการสูบบุหรี่ปี 2547 เท่ากับ 16,319 คน โดยเป็น

⊗ มะเร็งปอด	จำนวน 9,979 คน
⊗ มะเร็งหลอดอาหาร	จำนวน 2,396 คน
⊗ มะเร็งชนิดอื่น ๆ	จำนวน 3,944 คน

รายงานการตรวจราชการประเทศไทยประจำปี พ.ศ.2547
 รายงานการตรวจราชการมนุษย์
 รายงานการตรวจราชการมนุษย์

“หนีควันบุหรี่ เพื่อห่างไกลมะเร็ง”

ที่สาธารณะ: ที่ทำงานและบ้านต้องปลอดบุหรี่
 โทร. 1600

มูลนิธิรณรงค์เพื่อการไม่สูบบุหรี่
 โทรสาร 0-2278-1828
<http://www.ashailand.or.th>

สสส
 สำนักงานกองทุนสนับสนุนการวิจัย

Book

ภาพคำเตือน บนซองบุหรื

ค.นพ.ประภัศ วาศิลลาภิกา

HEAR GOVERNMENT WARNING: **สูบแล้ว มะเร็ง ทำให้เกิด ปอด**
 Smokers die tonight
WARNING: SMOKING NOW CAN KILL YOU!

SMOKING HARMS YOUR FAMILY
 100 mg NICOTINE mg

ควันบุหรื นำชีวิต สูญหายไป
 บุหรี่ฆ่าคนตาย

WARNING: CHILDREN CHILDREN
 Your children are at risk of death if you do not quit smoking now!

มูลนิธิรณรงค์เพื่อการไม่สูบบุหรี่

สสส
 สำนักงานกองทุนสนับสนุนการวิจัย

มูลนิธิรณรงค์เพื่อการไม่สูบบุหรี่



Malaysia newspaper ads, Feb 2009

NIS THE STAR WEDNESDAY 4 FEBRUARY 2009

KEKANTONAN KEPIMPINAN MALAYSIA

WARNING!

CIGARETTE CAUSES GANGRENE



**QUIT NOW!
SMOKING DOESN'T PAY.
DON'T BE FOOLED
BY TOBACCO COMPANIES.**

ADVICE FROM THE MINISTRY OF HEALTH
CALL INFOLINE BERHENTI MEROKOK
03-8883 4400
www.infosihat.gov.my | www.myhealth.gov.my

Taknak!
Merokok

Change Health
Be Healthy For Life

NIS THE STAR THURSDAY 5 FEBRUARY 2009

KEKANTONAN KEPIMPINAN MALAYSIA

WARNING!

CIGARETTE CAUSES PREMATURE BIRTH



**QUIT NOW!
SMOKING DOESN'T PAY.
DON'T BE FOOLED
BY TOBACCO COMPANIES.**

ADVICE FROM THE MINISTRY OF HEALTH
CALL INFOLINE BERHENTI MEROKOK
03-8883 4400
www.infosihat.gov.my | www.myhealth.gov.my

Taknak!
Merokok

Change Health
Be Healthy For Life





Smoking causes disease from head to toe



For information to help
you quit smoking ask here

Quitline.
13 7848

Poster developed
for health
professionals.

Health warnings
are also an
opportunity to
engage health
professionals.

Kylie Lindorff : Australia



Outdoor retail signage



Kylie Lindorff : Australia

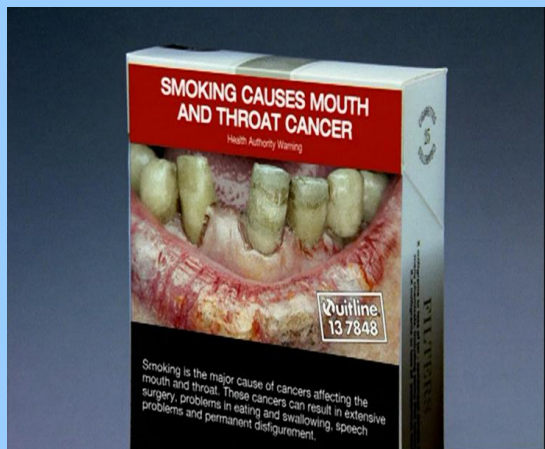
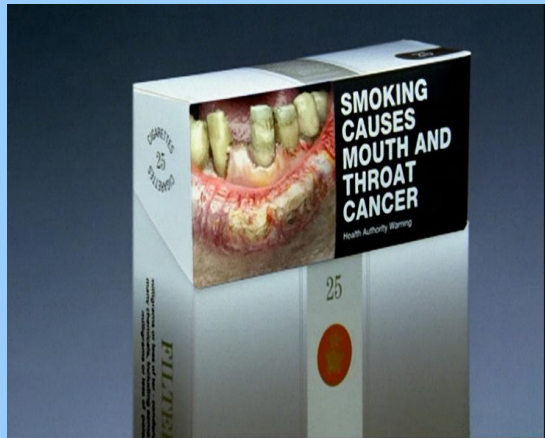


Internet advertising to support warnings



Mouth Cancer television ad

July 2006



Prevent packaging and labeling that is misleading or deceptive

- Ban the use of misleading term: low tar, light, mild, extra or ultra etc.
- Prohibit the display or figures of emission yields: tar, nicotine level
- Prohibit display of expiry date on package



Ministry of Health: Ministerial Regulation banning the use of misleading term

“Light, Mild, Low tar etc”

Effective March 2007



Require printing on constituents and emissions

- Toxic substances, cancer causing agents
- Prohibit printing of **quantitative or qualitative** statement on constituents and emissions



Require labeling of Toxic Constituent and envision on The side of packaging



-Toxic Chemical
Carbon monoxide
Cyanide

-Cancer Causing
agents
Formaldehyde
Tar
Nitrosamine



Labeling of toxic substances and cancer causing agent on side of packet 2007



Objective

To inform public
To deglamourise the pack



Requirement on printing emissions and constituents

- Do NOT require tar, nicotine, carbon monoxide figures on the side of the package (Guidelines, para. 34)
- These numbers are misleading



Transition periods

- **Maximum 12 months including at retail level**
- **Has been done in less, e.g. 4 months in Egypt**



Industry Arguments

- Technically impossible to print picture warnings
- No evidence would be effective
- Consumers already know health effects
- Increase youth smoking
- Costs too much
- Need more time
- Legal arguments



Counter-Arguments (1)

- Other countries have done it
- If will not work, then why industry opposed?
- Many studies show will work
- MUST do it -- FCTC international obligation – should do it well
- Politically popular with public

Rob Cunningham: Canadian Cancer Society



Counter-Arguments (2)

- Industry advertising uses large colour pictures
- Factory already uses packages with colour pictures (e.g. factory in Philippines exports to Thailand)
- Why not?

Rob Cunningham: Canadian Cancer Society



Legal measures

1. Drafting
2. Enforcement
3. Supply deadline
4. Review / evaluation / impacts
5. Monitoring for compliance
6. Penalty



In Implementing Article 11. What to DO

- 1. Should not use text only warning**
- 2. Position of warning must be on top of pack surfaces and covering the entire breadth.**
- 3. Size as large as achievable**
- 4. Accompanying text should be short, strong word, easy to read**



What to DO

5. Selection of picture should be by market testing
6. Do not use tar / nicotine number
7. In the regulation give them the picture files, not allow them to adjust.



What to DO

8. Do what the industry don't like you to do.
9. All the process including giving time to the industry to comply should not be long (not more than one year) and **NO DELAY.**
10. Ban “light”, “mild” , related terms



Message content (text in addition to graphic picture)

- Advice on cessation
- The addictive nature of tobacco
- Adverse economic and social outcomes
- Impact of tobacco use on family member
- Adverse environmental outcomes
- Tobacco industry practices

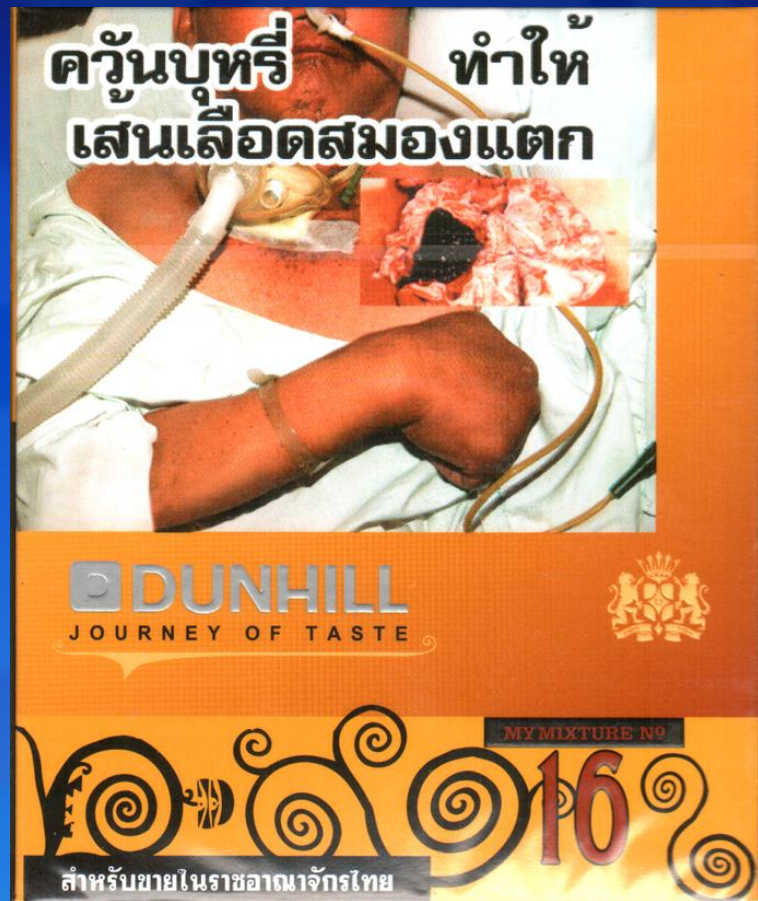
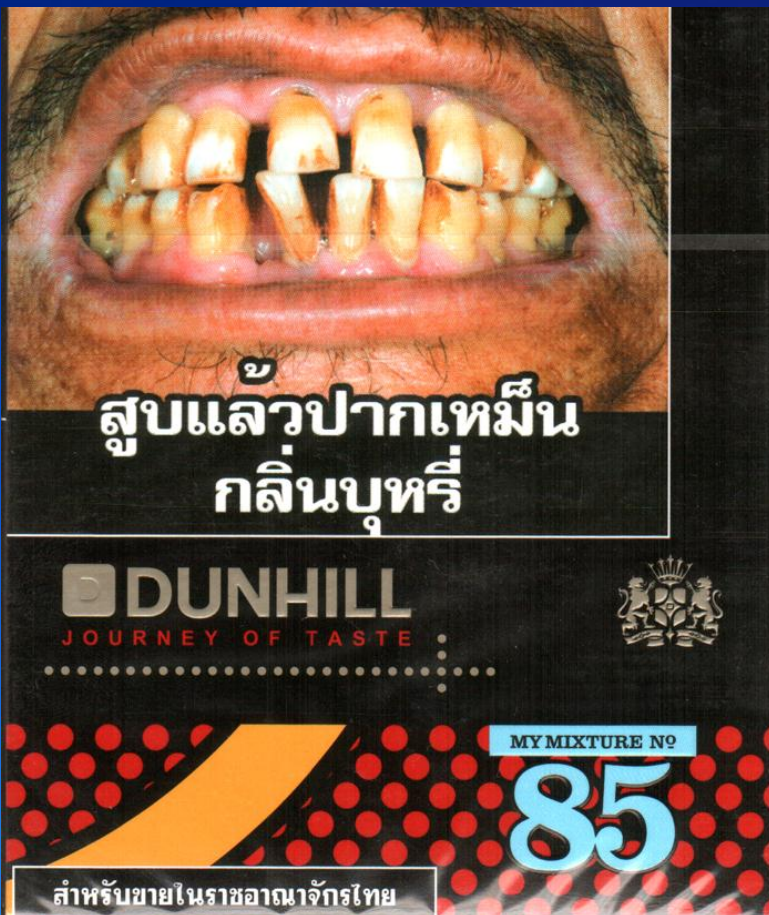


Thailand's health warning : What fall short of Article 11 guideline

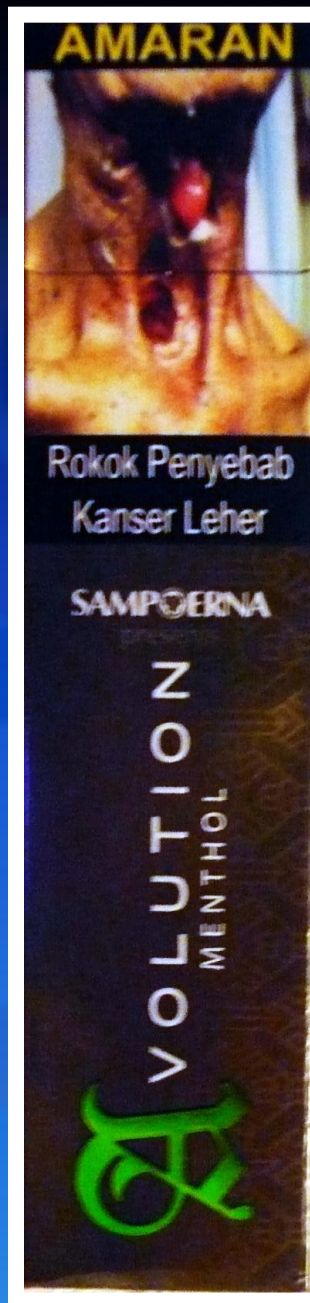
- Regulation did not specify how often the warning shall be changed.
- Do not contain message content on
 - advice on cessation.
 - the addictive nature of tobacco.
 - adverse economic and social outcome.
 - adverse environment outcome and industry practices



Industry's attempt to lessen the graphic impact



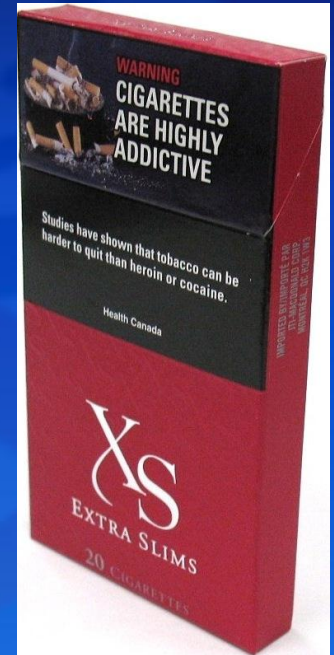
Lipstick or Cigarette?



Superslim “perfume” packs



Canada



Canada
– extra slim

Japan Tobacco
2009 int'l launch



Australia



Canada – octagonal pack

Canada



Chile – split pack



TABINFO Asia 2009: Shape of Future Cigarette Packaging



Question: **Where will the graphic health warning go on this pack?**

Photo Courtesy: Mary Assunta
11 Nov 2009



TABINFO Asia 2009: Shape of Future Cigarette Packaging



Packaging directed at
Women

Question: **How can
graphic health
warning be applied
on front of this
pack?**

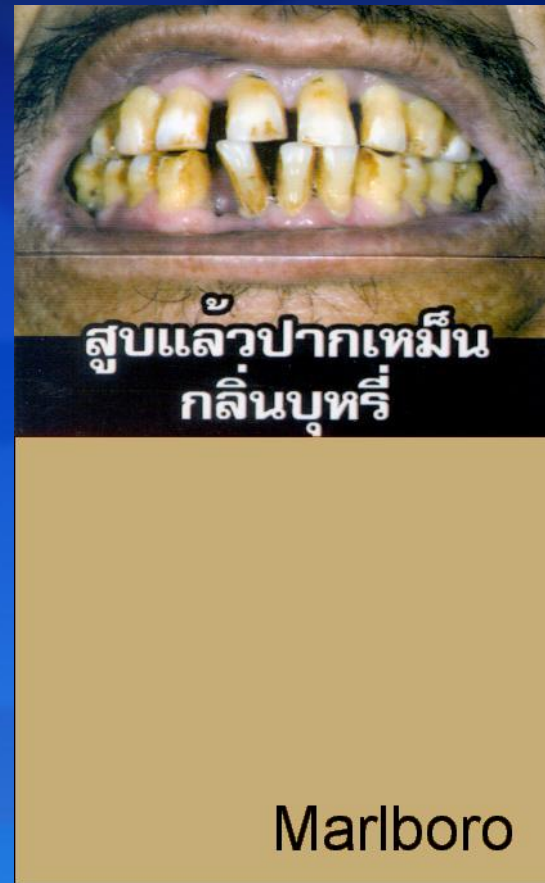
Photo Courtesy: Mary Assunta
11 Nov 2009



FCTC Guidelines: Countries Should Consider Plain Packaging



Thailand



Mock-up



Plain packaging

- Prohibit the use of logos, colours, brand images or promotional information

Allow only display of brand names and product names in standard colour & font style



New Uruguay Warning the World's largest



20 %

80 %

Effective March 1, 2010





**FUMANDO,
SE PUEDE MORIR**

Exponer a los bebés al humo de cigarrillo
aumenta su riesgo de muerte súbita.

This image shows a cigarette pack with a black warning label. The label features a photograph of a baby sleeping with smoke rising from a cigarette. The text is in Spanish, stating that smoking can lead to death and that exposing babies to cigarette smoke increases the risk of sudden death.



La muerte súbita es una de
las principales causas de mortalidad
en el primer año de vida.

¿Querés dejar de fumar?
www.puedodejar.com
0800 4866 (HUMO)

PRODUCTO
TÓXICO

MSP

This image shows a cigarette pack with a black warning label. The label features a photograph of a baby sleeping with smoke rising from a cigarette. The text is in Spanish, stating that sudden death is one of the main causes of mortality in the first year of life. It also provides contact information for quitting smoking and a 'Toxic Product' warning.







World's Largest

- 80% Uruguay (80%/80%)
- 65% Mauritius (40%, 90%) (*60%/70%)
- 60% Paraguay (60%, 60%)
- 60% Australia (30%, 90%)
- 60% New Zealand (30%, 90%)
- 60% Cook Islands (30%, 90%)
- 56% Belgium (48%, 63%)
- 56% Switzerland (48%, 63%)
- 55% Thailand (55%/55%)
- 52% Finland (45%, 58%)
- 50% 19 countries/jurisdictions

Rob Cunningham: Canadian Cancer Society



Mexico new health warning

- 30% 8-GHW on front of pack
- 100% 8-Text-only message on back of pack
- 100% 8-Text message on one side panel

Effective September 2010



Venezuela, 2009

Ministerio del Poder Popular
para la Salud y Protección Social
ADVIERTE

**FUMAR CIGARRILLOS CAUSA
CÁNCER DE LARINGE**



Ministerio del Poder Popular
para la Salud y Protección Social
ADVIERTE

**LOS NIÑOS Y NIÑAS
COMIENZAN A FUMAR
AL VER ADULTOS FUMANDO**



Ministerio del Poder Popular
para la Salud y Protección Social
ADVIERTE

**DA HOY EL PRIMER PASO
DEJAR DE FUMAR ES POSIBLE**



Ministerio del Poder Popular
para la Salud y Protección Social
ADVIERTE

**FUMAR CIGARRILLOS
CAUSA IMPOTENCIA
EN LOS HOMBRES**



Ministerio del Poder Popular
para la Salud y Protección Social
ADVIERTE

**FUMAR CAUSA CÁNCER
DE PULMÓN, TOS, ENFISEMA
PULMONAR Y BRONQUITIS
CRÓNICA**



Ministerio del Poder Popular
para la Salud y Protección Social
ADVIERTE

**FUMAR CAUSA MAL ALIENTO,
PÉRDIDA DE MUELAS
Y CÁNCER DE BOCA**



Ministerio del Poder Popular
para la Salud y Protección Social
ADVIERTE

**FUMAR CAUSA INFARTO
AL CORAZÓN**



Ministerio del Poder Popular
para la Salud y Protección Social
ADVIERTE

**FUMAR DURANTE
EL EMBARAZO DAÑA
LA SALUD DE TU BEBE**



Ministerio del Poder Popular
para la Salud y Protección Social
ADVIERTE

**ESTE PRODUCTO ES
DAÑINO PARA LA SALUD
Y PRODUCE ADICCIÓN**



Singapore



WARNING:
SMOKING CAUSES GANGRENE
QUIT: 1800-438-2000

SAMPOERNA

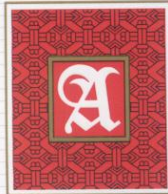


Mild



WARNING:
SMOKING CAUSES
NECK CANCER
QUIT: 1800-438-2000

SAMPOERNA



Mild



WARNING:
SMOKING CAUSES
92% OF ORAL CANCERS
QUIT: 1800-438-2000

SAMPOERNA

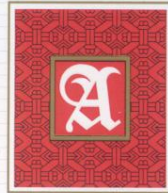


Mild



WARNING:
SMOKING INCREASES
MISCARRIAGE RISK
QUIT: 1800-438-2000

SAMPOERNA



Mild



WARNING:
SMOKING CAUSES
92% OF ORAL CANCERS
QUIT: 1800-438-2000

SAMPOERNA



Mild



WARNING:
SMOKING CAUSES MOUTH
DISEASES
QUIT: 1800-438-2000

SAMPOERNA



Mild



Egypt

احترس التدخين يدمر الصحة ويسبب الوفاة
الاثار المدمرة للتدخين تصيب المدخن وغير المدخن



التدخين
لفترة طويلة
يؤثر على
العلاقة
الزوجية

احترس التدخين يدمر الصحة ويسبب الوفاة
الاثار المدمرة للتدخين تصيب المدخن وغير المدخن



يسبب
التدخين
أمراض
القلب
والشرايين

احترس التدخين يدمر الصحة ويسبب الوفاة
الاثار المدمرة للتدخين تصيب المدخن وغير المدخن



التدخين يؤثر
على الأطفال
- حافظ على
أطفالك من
التدخين

احترس التدخين يدمر الصحة ويسبب الوفاة
الاثار المدمرة للتدخين تصيب المدخن وغير المدخن



تواجد الحامل
مع المدخنين
يضر الجنين
ويسبب
الإجهاض



Brazil, 2009

FUMAÇA TÓXICA



O Ministério da Saúde avisa:
Respirar a fumaça fere o sistema respiratório e o brônquios.

PARE DE FUMAR
DISQUE SAÚDE
0800 61 1997

GANGRENA



O Ministério da Saúde avisa:
O uso deste produto obstrui as artérias e dificulta a circulação do sangue.

PARE DE FUMAR
DISQUE SAÚDE
0800 61 1997

HORROR



O Ministério da Saúde avisa:
Este produto causa envelhecimento precoce da pele.

PARE DE FUMAR
DISQUE SAÚDE
0800 61 1997

IMPOTÊNCIA



O Ministério da Saúde avisa:
O uso deste produto diminui, dificulta ou impede a ereção.

PARE DE FUMAR
DISQUE SAÚDE
0800 61 1997

VÍTIMA DESTE PRODUTO



O Ministério da Saúde avisa:
Este produto intoxica a mãe e o bebê, causando parto prematuro e morte.

PARE DE FUMAR
DISQUE SAÚDE
0800 61 1997

INFARTO



O Ministério da Saúde avisa:
O uso deste produto causa morte por doenças do coração.

PARE DE FUMAR
DISQUE SAÚDE
0800 61 1997

MORTE



O Ministério da Saúde avisa:
O uso deste produto leva à morte por câncer de pulmão e enfisema.

PARE DE FUMAR
DISQUE SAÚDE
0800 61 1997

PERIGO



O Ministério da Saúde avisa:
O risco de derrame cerebral é maior com o uso deste produto.

PARE DE FUMAR
DISQUE SAÚDE
0800 61 1997

PRODUTO TÓXICO



O Ministério da Saúde avisa:
Este produto contém substâncias tóxicas que levam ao adocicimento e à morte.

PARE DE FUMAR
DISQUE SAÚDE
0800 61 1997

SOFRIMENTO



O Ministério da Saúde avisa:
A dependência da nicotina causa tristeza, dor e morte.

PARE DE FUMAR
DISQUE SAÚDE
0800 61 1997



They've done it...



Canada
2000



Brazil
2002



Singapore
2004



Jordan
2005



Venezuela
2005



Thailand
2005



Uruguay
2006



Chile
2006



Who will be next?



Australia
2006



Hong Kong
2007



Belgium
2007



UK
2008



India
2008



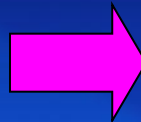
New Zealand
2008



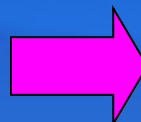
**No matter how ugly
the pack appear,
industry still want to
display the pack at
point of sale**



Before ban of point of sale display 2005



After ban of point of sale display 2005



For more information

- www.tobaccolabels.org
- www.smoke-free.ca/warnings
- www.tobaccofreecenter.org/resources/warning_labels
- www.graphicwarnings.org

