

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

2012

 <p>WARNING Tobacco smoke hurts everyone. Infants who are exposed to tobacco smoke are at greater risk of dying from Sudden Infant Death Syndrome (SIDS). Need help to quit? 1-866-366-3667 gosmokafree.gc.ca/quit Health Canada</p>	 <p>WARNING Cigarettes are a major cause of heart disease. Smokers are up to 4 times more likely to develop heart disease than non-smokers. You can quit. We can help. 1-866-366-3667 gosmokafree.gc.ca/quit Health Canada</p>	 <p>WARNING "Just breathing is torture." "Smoking caused my lungs to collapse four times before I was diagnosed with emphysema at 42. Without my oxygen tank, it feels like I'm breathing through a straw." - Lena Need help to quit? 1-866-366-3667 gosmokafree.gc.ca/quit Health Canada</p>
 <p>WARNING ORAL CANCER These white spots are a form of oral cancer caused primarily by smoking. Even if you survive, you may lose part or all of your tongue. Need help to quit? 1-866-366-3667 gosmokafree.gc.ca/quit Health Canada</p>	 <p>WARNING "I wish I had never started smoking." "I was diagnosed with cancer of the larynx when I was 48. I had to have my vocal cords removed, and now I breathe through a hole in my throat." - Leroy Need help to quit? 1-866-366-3667 gosmokafree.gc.ca/quit Health Canada</p>	 <p>WARNING A single stroke can leave you helpless. Cigarettes are a major cause of stroke. You can quit. We can help. 1-866-366-3667 gosmokafree.gc.ca/quit Health Canada</p>
 <p>WARNING "Look at the power of the cigarette... Remember this face and that smoking killed me." Barb Tarbox died at 42 of lung cancer caused by cigarettes. You can quit. We can help. 1-866-366-3667 gosmokafree.gc.ca/quit Health Canada</p>	 <p>WARNING Cigarette addiction affects generations. Mother and daughter are both addicted to tobacco. Nicotine is the drug in tobacco that causes addiction. You can quit. We can help. 1-866-366-3667 gosmokafree.gc.ca/quit Health Canada</p>	 <p>WARNING Tobacco Smoke: No thanks. Second-hand smoke contains many toxic chemicals that can harm an unborn baby. You can quit. We can help. 1-866-366-3667 gosmokafree.gc.ca/quit Health Canada</p>
 <p>WARNING Your kids are sick of your smoking. Second-hand smoke causes more frequent and severe asthmatic attacks in children. You can quit. We can help. 1-866-366-3667 gosmokafree.gc.ca/quit Health Canada</p>	 <p>WARNING Smoking in the car hurts more than just you. Having the windows open does not protect passengers from the over 70 cancer causing chemicals in tobacco smoke. You have the will. There is a way. 1-866-366-3667 gosmokafree.gc.ca/quit Health Canada</p>	 <p>WARNING Another premature death... Smoking is the leading preventable cause of premature death in Canada. About 100 people die from tobacco use each day. You can quit. We can help. 1-866-366-3667 gosmokafree.gc.ca/quit Health Canada</p>

WARNINGS

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

WARNINGS

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