

Implementation date and additional rounds

2009 and 2014

Cigarette package coverage and location

Graphic health warnings are required to cover the top 50% of the front and 60% of the back of the package. Overall, 55% of the package space is allocated to health warnings.

Misleading information

Misleading descriptors such as 'light,' 'ultra light,' 'mild,' 'cool,' 'extra,' 'low tar,' 'special,' 'full flavor,' 'premium,' 'rich,' 'famous,' 'slim,' 'Grade A' or any similar terms are prohibited from appearing on packages.

Constituents and emissions information

A single message is required to display qualitative (descriptive) constituents and emissions information on one lateral side.

Special notes

This legislation applies only to cigarettes packages and cartons and does not extend to any other tobacco products.

Rotation schedule, history, language, and help for smoking cessation

Malaysia has produced two rounds of graphic health warning labels:

Round (Year)	Number	Size (%) [average— front/back]
R1 (2009)	6	50— 40/60
R2 (2014)	6	55— 50/60

Warnings within each round are required to be rotated until a new round is issued; however the duration of each round is not specified. Since Round 2 in 2014, the size of the warnings increased from 50% to 55% of the principal display area. Warning texts must be in Malay (front) and English (back), the principal languages of the country. A quitline phone number is required to be displayed on the package.

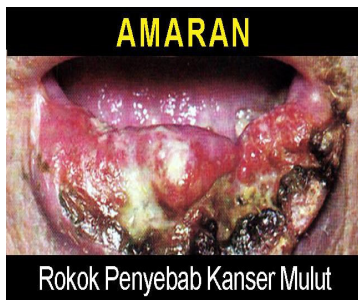
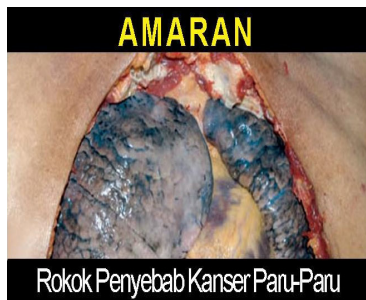
WARNINGS: 2014



WARNINGS: 2014



WARNINGS: 2009



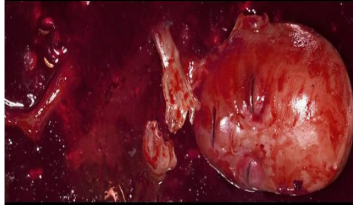
WARNINGS: 2009

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Rokok Penyebab Penyakit Gangren

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Rokok Penyebab Keguguran Janin

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Rokok Penyebab Kelahiran Bayi Pra-Matang

WARNING



Cigarette Causes Gangrene
Infoline : 03-8883 4400

WARNING



Cigarette Causes Miscarriage
Infoline : 03-8883 4400

WARNING



Cigarette Causes Premature Birth
Infoline : 03-8883 4400