

Fecha de implementación y rondas adicionales 2001, 2012

Cobertura del paquete

Las advertencias sobre la salud deben cubrir el 75% tanto del frente como del dorso del paquete. En total, el 75% del espacio del paquete está destinado a las advertencias sobre la salud. La etiqueta de advertencia también debe aparecer en el interior de cada paquete de cigarrillos, ya sea en la tapa o en un folleto. El texto de las advertencias se encuentra en inglés en un lado del paquete y en francés en el otro.

Cronograma de rotación e historia

Se utilizan dieciséis etiquetas con advertencias sanitarias en los paquetes de cigarrillos.

Restricciones sobre la información engañosa

La ley NO prohíbe que los descriptores engañosos tal como “ligero” y “suave” figuren en los paquetes. Sin embargo, una resolución judicial prohíbe que ciertas empresas tabacaleras (pero no todas) utilicen dichos términos.

Notas especiales

Canadá fue el primer país en implementar etiquetas con advertencias ilustrativas en los paquetes de cigarrillos. De 2001 a 2011, se estableció que las advertencias sobre la salud cubran el 50% del frente y el 50% del dorso de los paquetes de cigarrillos. En 2012 el tamaño aumentó para que cubran el 75% del frente y el 75% del dorso de los paquetes de cigarrillos.

ADVERTENCIAS

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>

ADVERTENCIAS

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 what. 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

ADVERTENCIAS

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