

## Data de implementação e rodadas adicionais 2001, 2012

### Cobertura da embalagem

As advertências de saúde precisam cobrir 75% da frente e 75% do verso das embalagens. No geral, 75% do espaço da embalagem é reservado para advertências de saúde. A advertência também deve aparecer no interior de cada maço de cigarro, mesmo que seja em um folheto. O texto das advertências aparece em inglês em uma lateral da embalagem e em francês na outra.

### Freqüência de rotação e histórico

Dezesseis advertências são usadas nas embalagens de cigarros.

### Restrições sobre informações enganosas

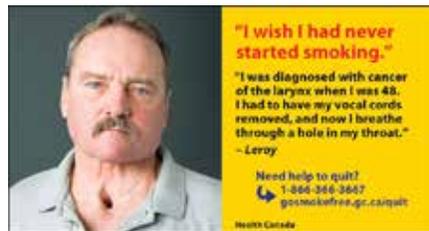
Descritores enganosos, como “light” e “suave”, NÃO são proibidos por lei de figurarem nas embalagens. Contudo, um mandado judicial proíbe algumas (mas não todas) empresas de tabaco de usarem os termos.

### Notas especiais

O Canadá foi o primeiro país a implementar advertências ilustradas em maços de cigarros. De 2001 a 2011, as advertências de saúde precisaram cobrir 50% da frente e 50% do verso de todas as embalagens de cigarros. Em 2012, o tamanho foi aumentado para cobrir 75% da frente e 75% do verso das embalagens.

## ADVERTÊNCIAS

## 2012



ADVERTÊNCIAS

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 the 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

ADVERTÊNCIAS

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	<b>WARNING</b> <b>EACH YEAR, THE EQUIVALENT OF A SMALL CITY DIES FROM TOBACCO USE</b>
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