



Australian Government
Department of Health and Ageing

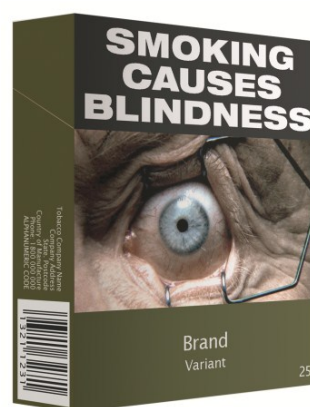
HEALTH WARNINGS ON TOBACCO PRODUCT PACKAGING



Example of front of cigarette pack



Example of back of cigarette pack



Example of front of cigarette pack

The health warnings required on tobacco product packaging have been updated and expanded under the [*Competition and Consumer \(Tobacco\) Information Standard 2011*](#) (the Standard) which commenced on 1 January 2012.

The Standard updates the system of health warnings previously mandated by the [*Trade Practices \(Consumer Product Information Standards\) \(Tobacco\) Regulations 2004*](#).

Since 1 December 2012, retail packaging of tobacco products supplied in Australia must display the current health warnings.

Purpose

The purpose of the Standard is to provide for a system of warning statements, explanatory messages, graphics and information messages:

- (a) to increase consumer knowledge of health effects relating to the use of tobacco products;
- (b) to ensure the continuing effectiveness of health warnings on the retail packaging of tobacco products; and
- (c) by ensuring the continuing effectiveness of health warnings on the retail packaging of tobacco products, to encourage the cessation of the use of tobacco products, and to discourage uptake or relapse.

Research

The current health warnings were developed following a 2008 evaluation of the effectiveness of Australia's graphic health warnings. [*Market research on graphic health warnings and plain packaging*](#) was also undertaken in 2010 and 2011.

The key features of the Standard include:

14 health warnings for most smoked tobacco products comprising graphics, warning statements and explanatory messages.

A rotation system which optimises consumer learning and awareness of the health effects of smoking - 2 sets of 7 health warnings are alternated every 12 months.

An increase in the size of graphic health warnings to cover at least 75 per cent of the front surface of most tobacco product packaging.

Maintaining the size of 90 per cent of the back surface for cigarette packaging but requiring an increase to 75 per cent of the back surface of most other tobacco products.

Health warnings on most products required to be at the top of the surface.

Replacing the previous single information message with 13 information messages on the health effects of chemicals in tobacco smoke. These information messages are paired with each graphic health warning and are required on the side of cigarette packs and cartons and on most loose leaf tobacco packs.

Five warnings for cigar packs comprising graphics, warning statements and explanatory messages.

A new requirement for cigars sold singly to have a health warning.

Text only warnings required on bidis and smokeless tobacco products.

Applies to *all* tobacco products supplied within Australia - all suppliers, including retailers, need to be aware of the requirements, including the rotation schedule of warnings.

Schedule of rotation of health warnings for most smoked tobacco products *

First set (Part 3) exclusively	1 Dec 2012 – 31 July 2013
Phase out first set, introduce second set	1 Aug 2013 – 30 Nov 2013
Second set (Part 4) exclusively	1 Dec 2013 – 31 July 2014
Phase out second set, introduce first set	1 Aug 2014 – 30 Nov 2014
Repeat above system	

* the above rotation schedule applies to all tobacco product packaging other than cigars, bidis and smokeless tobacco



Example of front of loose leaf pouch



Example of front of cigar pack



Example of cigar tube

Tobacco suppliers can obtain a DVD disc containing the images included in the graphic health warnings by [emailing the Department of Health](mailto:healthwarnings@health.gov.au) (healthwarnings@health.gov.au). The Standard can be found on the [Federal Register of Legislation website](#). For further information on the Standard visit the [Australian Competition and Consumer Commission product safety website](#).

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For further information on graphic health warnings and plain packaging please visit the [current tobacco graphic health warnings](#).