Scientific Studies

- Scientific studies show that large, pictorial health warnings on the front and back of packs are effective deterrents for non-smokers\(^1\) and increase cessation amongst current smokers.\(^2\)
- Their effectiveness depends on the size, location and design. It has been found that:
  - 75% warnings are more effective than 50% in conveying health risk information;\(^3\)
  - Large warnings placed on both sides and on the top edge of the pack are the most effective.\(^4\)
  - Picture warnings are more effective than text warnings only, in particular for young people.\(^5\)

Empirical evidence

- The introduction of pictorial warnings has been shown to contribute to the reduction of smoking rates in Canada and Brazil.\(^6\)

Size of health warnings in Member States

- Already today the size of warnings on the back of the package (including borders) exceeds 50% in all Member States.

<table>
<thead>
<tr>
<th>Number of languages</th>
<th>Size</th>
<th>Member State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>~52-56%</td>
<td>UK, FR, DE etc.</td>
</tr>
<tr>
<td>2</td>
<td>~57-62%</td>
<td>IE, MT, FI, LU</td>
</tr>
<tr>
<td>3</td>
<td>~63-68%</td>
<td>BE</td>
</tr>
</tbody>
</table>

- Opting for 50% warning size would be a significant step back for EU Member States and would reduce the visibility and effectiveness of the health warnings.
- Warnings on the bottom of the pack would jeopardise their visibility at point of sale, e.g. when presented in a shelf.

International comparison

- Many countries around the world have larger health warnings:
  - Australia: plain packaging (plus 75% and 90% warnings, 2012)
  - Uruguay: 80% on both sides (2010)
  - Canada: 75% on both sides (2012)
  - Brunei: 75% on both sides (2012)
  - Mauritius: 70% and 60% (2009)
  - Mexico: 100% and 30% (2010)
  - Brazil: 100% on one side (2002)

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\(^2\) Hammond D. Health warning messages on tobacco products: a review. Tob Control 2011; 20:327-3.


