In 2001, a directive of the European Parliament and Council concerning the use of health warnings on cigarette packages became law. At minimum, text warnings should be on the tobacco packs; use of pictorial warning labels is optional. The European Commission has produced pictorial and text warning labels that European Union (EU) member states may choose to use.

Implementation date and additional rounds
2004

Package coverage
EU member states are required to display text warnings that cover:

<table>
<thead>
<tr>
<th>Minimum Requirement</th>
<th>Without Borders</th>
<th>With Borders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>Unilingual</td>
<td>Bilingual</td>
</tr>
<tr>
<td>Front</td>
<td>35%</td>
<td>39%</td>
</tr>
<tr>
<td>Back</td>
<td>40%</td>
<td>45%</td>
</tr>
</tbody>
</table>

Rotation schedule and history
There is an optional series of 42 pictorial warnings. Recommended frequency of rotation is unspecified.

Restrictions on misleading information
Misleading descriptors such as “light” and “mild” are prohibited from appearing on packages.

Special note
Many non-European Union member states have also adopted the EU’s warning label images for use on their own packs.

WARNINGS

Smoking is highly addictive, don’t start
Smoking is highly addictive, don’t start
Protect children: don’t make them breathe your smoke
Smoking can cause a slow and painful death
Smoke contains benzene, nitrosamines, formaldehyde and hydrogen cyanide
Smoke contains benzene, nitrosamines, formaldehyde and hydrogen cyanide
Smoking clogs the arteries and causes heart attacks and strokes
Smoking can cause a slow and painful death
Protect children: don’t make them breathe your smoke
Smoking when pregnant harms your baby
Smoking clogs the arteries and causes heart attacks and strokes
Smoking is highly addictive, don’t start

WARNINGS

Smoking can damage the sperm and decreases fertility

Smoking contains nitrogen, formaldehyde and hydrogen cyanide

The risk of having a stroke is approximately 50% higher in smokers than in non-smokers

Smoking when pregnant harms your baby

Smokers die younger

Smoking can cause a slow and painful death

Get help to stop smoking: 0803 00 00 00

Smoking causes fatal lung cancer

Smoking causes fatal lung cancer

Stopping smoking reduces the risk of fatal heart and lung diseases

Smoking may reduce the blood flow and causes impotence

Smoking may reduce the blood flow and causes impotence

Smoking may reduce the blood flow and causes impotence

Smoking when pregnant harms your baby

Smoking causes ageing of the skin

Smoking causes ageing of the skin

Stopping smoking reduces the risk of fatal heart and lung diseases

Smoking is a serious nicotine addiction, don’t be afraid to ask for help

Your doctor or your pharmacist can help you stop smoking

Lifetime smokers lose an average of 14 years of life

Smokers die younger

Smokers die younger

0803 00 00 00

Choose freedom, we’ll help you

Get help to stop smoking

EUrOPEan UniOn

2004
WARNINGS

EUROPEAN UNION

2004

Protect children: don't make them breathe your smoke

Get help to stop smoking: 0800 60 00 00

Your doctor or your pharmacist can help you stop smoking

Smoking causes ageing of the skin

Smoking can damage the sperm and decreases fertility

The risk of Coronary Heart Disease is reduced by 50% after 1 year of smoking abstinence

Stopping smoking reduces the risk of fatal heart and lung diseases