

### Type of Tobacco Product(s)

Legislation applies only to cigarettes and does not extend to any other tobacco products.

### Health Warning Labels

#### *Type, Size and Location*

Pictorial health warning labels (HWLs) are required to cover the top 50% of the front and 50% of the back of the package. Overall, 50% of the principal display areas are allocated to health warnings.

#### *Content*

The single warning addresses the health impacts of smoking.

#### *Language*

Health warning texts must be in Urdu (front) and English (back), the principal languages of the country.

#### *Cessation Aid*

No quitline phone number or government-sponsored website is required to be displayed on the package.

#### *Number, Rotation Schedule and History*

Pakistan has produced four rounds of pictorial HWLs:

CIGARETTES		
Round (implementation year)	Number of HWLs	Size (%) [average— front/back]
R1 (2010)	1	40— 40/40
R2 (2015)	1	85— 85/85
R3 (2018)	1	50— 50/50
R4 (2019)	1	60— 60/60

Each round is to appear for a period of one year. In 2015, the size of the health warning was to increase from 40% to 85% of the principal display areas. However, this increase in size was delayed and ultimately never implemented. In 2018, the size increased from 40% to 50%, and will increase again in 2019 to 60% of the principal display areas.

### Constituents and Emissions Information

No message is required to display qualitative (descriptive) constituents and emissions information on cigarette packaging.

### Prohibition on Misleading Packaging and Labeling

No misleading information is prohibited from appearing on cigarette packaging.

### Additional Notes

The content (text and picture) of the HWL is the same for Rounds 2, 3, and 4, and only the size is different.

## WARNINGS: 2015/2018/2019

### CIGARETTES



FRONT



BACK

## WARNINGS: 2010

### CIGARETTES



FRONT



BACK