

Implementation date and additional rounds

2014 and 2015

Tobacco products package coverage and location

Graphic health warnings are required to cover the top 60% of the front and 60% of the back of the package. Overall, 60% of the package space is allocated to health warnings.

Misleading information

Misleading descriptors such as ‘light,’ ‘ultra,’ and ‘mild,’ graphics, numbers, and figures for emissions yields (including tar, nicotine, and carbon monoxide) are prohibited from appearing on packages.

Constituents and emissions information

A single message is required to display qualitative (descriptive) constituents and emissions information on one side panel.

Special notes

The law also requires graphic health warnings to appear on all six sides of each carton, occupying 60% of each side. Each carton must depict at least three different health warnings.

Rotation schedule, history, language, and help for smoking cessation

Jamaica has produced two rounds of graphic health warning labels:

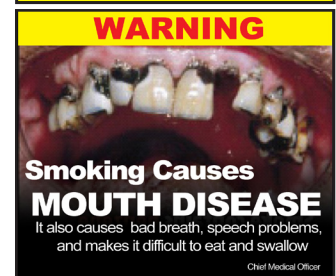
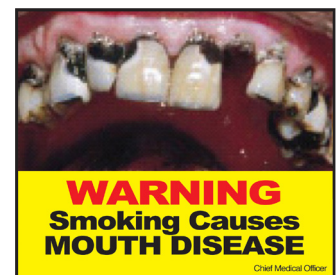
SMOKED TOBACCO		
Round (Year)	Number	Size (%) [average— front/back]
R1 (2014)	8	60— 60/60
R2 (2015)	8	60— 60/60

SMOKELESS TOBACCO		
Round (Year)	Number	Size (%) [average— front/back]
R1 (2014)	4	60— 60/60
R2 (2015)	4	60— 60/60

Warnings within each Round are required to be rotated for a period of 12 months. Warning texts must be in English, the principal language of the country.

WARNINGS: 2015

SMOKED TOBACCO



WARNINGS: 2015

SMOKED TOBACCO



WARNING
Smoking Causes
NECK CANCER

Chief Medical Officer

HYDROGEN
CYANIDE

AMMONIA

ARSENIC



CARBON
MONOXIDE

NAPHTHALENE

NICOTINE

POISON

WARNING
YOUR Smoke will
Poison others

Chief Medical Officer



QUIT NOW
SAVE MONEY

Chief Medical Officer

WARNING



Smoking causes
SLOW and PAINFUL
DEATH

Chief Medical Officer

WARNING



SMOKING can
CAUSE your
DEATH from
NECK CANCER

Smoking Causes Neck Cancer and cancers of the lip, tongue, cheeks and throat

Chief Medical Officer

WARNING
YOUR Smoke will
Poison others

HYDROGEN
CYANIDE

AMMONIA

ARSENIC



CARBON
MONOXIDE

NAPHTHALENE

NICOTINE

POISON

Chief Medical Officer

WARNING

QUIT NOW

You work too hard
to burn your money

Calculate what YOU WILL save
after just 100 days of quitting

Multiply NUMBER
of packs per day
by COST per pack
times 100



Chief Medical Officer

WARNING



Smoking
causes
SLOW and PAINFUL
DEATH from Cancer and
other Diseases

Chief Medical Officer

SMOKELESS TOBACCO



WARNING

Tobacco Causes
STROKES

Chief Medical Officer



WARNING
Tobacco Causes
MOUTH CANCER

Chief Medical Officer



WARNING
Tobacco Causes
NECK CANCER

Chief Medical Officer

WARNING



Tobacco causes
SLOW and PAINFUL
DEATH

Chief Medical Officer

WARNING



Tobacco
causes
STROKES
Which can kill or leave you disabled

Chief Medical Officer

WARNING



Tobacco
Causes
MOUTH CANCER

It also causes bad breath, speech problems,
and makes it difficult to eat and swallow

Chief Medical Officer

WARNING



SMOKING can
CAUSE your
DEATH from
NECK CANCER

Tobacco Causes Neck Cancer and cancers of the lip, tongue, cheeks and throat

Chief Medical Officer

WARNING



Tobacco
causes
SLOW and PAINFUL
DEATH from Cancer and
other Diseases

Chief Medical Officer

WARNINGS: 2014

SMOKED TOBACCO



WARNING
Smoking caused MY lung cancer
QUIT NOW
and reduce your risk
Chief Medical Officer



WARNING
Smoking Causes IMPOTENCE
Chief Medical Officer



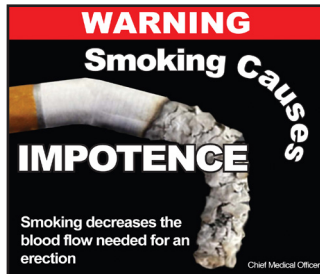
WARNING
Smoking Causes MOUTH CANCER
Chief Medical Officer



WARNING
Smoking Causes STILLBIRTHS
Chief Medical Officer



WARNING
QUIT NOW
"I wish I had quit, before it sickened my lungs."
The Late **John Maxwell**
Jamaican Journalist
Chief Medical Officer



WARNING
Smoking Causes IMPOTENCE
Smoking decreases the blood flow needed for an erection
Chief Medical Officer



WARNING
Smoking Causes MOUTH CANCER
It also causes bad breath, speech problems, and makes it difficult to eat and swallow
Chief Medical Officer



WARNING
Smoking during pregnancy also causes miscarriages, premature births, and birth defects
Smoking Causes STILLBIRTHS
Chief Medical Officer



WARNING
Smoking Causes AGEING
Chief Medical Officer



WARNING
YOUR Smoke May Kill YOUR Children
Chief Medical Officer



WARNING
QUIT SMOKING NOW
Chief Medical Officer



WARNING
Smoking Causes BLINDNESS
Chief Medical Officer



WARNING
Smoking Causes
AGEING
Smoking causes premature ageing
Chief Medical Officer



WARNING
YOUR Smoke May Kill YOUR Children
Second-hand smoke causes Asthma and other deadly diseases
Chief Medical Officer




WARNING
TAKE THE STEP QUIT NOW
Chief Medical Officer



WARNING
Smoking Causes BLINDNESS
Smoking causes irreversible damage to the eye.
Chief Medical Officer

WARNINGS: 2014

SMOKELESS TOBACCO



WARNING
Tobacco Causes
MOUTH DISEASE

Chief Medical Officer



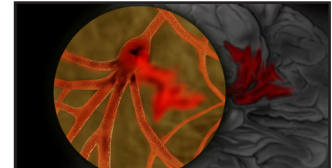
WARNING
Tobacco Causes
MOUTH CANCER

Chief Medical Officer



WARNING
Tobacco Causes
STILLBIRTHS


Chief Medical Officer



WARNING
Tobacco Causes
STROKES

Chief Medical Officer

WARNING



Tobacco Causes
MOUTH DISEASE

It also causes bad breath, speech problems, and makes it difficult to eat and swallow

Chief Medical Officer

WARNING



Tobacco Causes
MOUTH CANCER

It also causes bad breath, speech problems, and makes it difficult to eat and swallow

Chief Medical Officer

WARNING



Tobacco Causes
STILLBIRTHS

Tobacco during pregnancy also causes miscarriages, premature births, and birth defects

Chief Medical Officer

WARNING



TOBACCO can
CAUSE your
DEATH from
STROKE

Quit tobacco now - reduce the risk of damaging blood vessels in your brain

Chief Medical Officer