

Implementation date and additional rounds

2006, 2007, 2008, 2009, 2010, 2011, 2012 and 2013

Tobacco products package coverage and location

Graphic health warnings are required to cover the bottom 50% of the front and 50% of the back of the package. Overall, 50% of the package space is allocated to health warnings.

Misleading information

Misleading descriptors such as ‘light,’ ‘smooth,’ ‘mild,’ ‘low in tar, nicotine, 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 lateral side.

Special notes

Legislation applies to all tobacco products (combusted and smokeless) without specifying the content of the warnings for each type of tobacco.

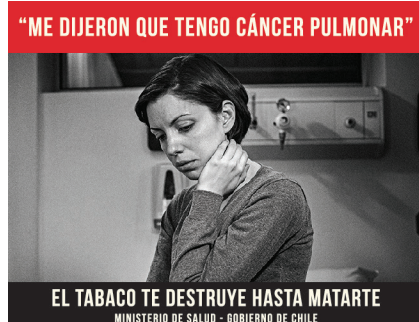
Rotation schedule, history, language, and help for smoking cessation

Chile has produced eight rounds of graphic health warning labels:

Round (Year)	Number	Size (%) [average— front/back]
R1 (2006)	1 pair	50— 50/50
R2 (2007)	1 pair	50— 50/50
R3 (2008)	1 pair	50— 50/50
R4 (2009)	1 pair	50— 50/50
R5 (2010)	1 pair	50— 50/50
R6 (2011)	1 pair	50— 50/50
R7 (2012)	1 pair	50— 50/50
R8 (2013)	5 pairs	50— 50/50

Warnings within each round were required to be rotated for a period of 12 months, and since 2013 for 24 months. Warning texts must be in Spanish, the principal language of the country.

WARNINGS: 2013



WARNINGS: 2013

PASO4 HOSPITALIZACIÓN
CÁNCER DE PULMÓN



CORTE TRANSVERSAL DE PULMÓN CÁNCEROSO

SALVATE O MORIR **NO FUMES**
ELIGE EL FINAL DE TU HISTORIA

"EL CÁNCER SE EXTIENDE EN MI CUERPO"



EL TABACO TE DESTRUYE HASTA MATARTE
MINISTERIO DE SALUD - GOBIERNO DE CHILE

PASO5 DESAHUCIO
CÁNCER DE PULMÓN



AUTOPSIA DE PULMÓN CÁNCEROSO

SALVATE O MORIR **NO FUMES**
ELIGE EL FINAL DE TU HISTORIA

"NO LE PUDE GANAR LA BATALLA AL CÁNCER"



EL TABACO TE DESTRUYE HASTA MATARTE
MINISTERIO DE SALUD - GOBIERNO DE CHILE

WARNINGS: 2012



FUMAR TE DESTRUYE HASTA MATARTE **ELIGE NO FUMAR**
Ministerio de Salud - Gobierno de Chile



EL HUMO DEL TABACO TE MATARÁ A TI Y A LOS QUE TE RODEAN **DEATH!**
Ministerio de Salud - Gobierno de Chile

WARNINGS: 2011



EL TABACO PRODUCE CÁNCER BUCAL
Ministerio de Salud - Gobierno de Chile



CUANDO TU FUMAS TODOS MUEREN
Ministerio de Salud - Gobierno de Chile

WARNINGS: 2010



WARNINGS: 2009



WARNINGS: 2008



WARNINGS: 2007



WARNINGS: 2006

