

Implementation date and additional rounds

2013, 2014 and 2015

Tobacco products package coverage and location

Graphic health warnings are required to cover 50% of the front (graphic) and the bottom 50% of the back (text-only) of the package. Overall, 50% of the package space is allocated to health warnings.

Misleading information

Misleading descriptors such as ‘light,’ ‘ultra light,’ ‘mild,’ ‘low in tar,’ and ‘aromatic’ are prohibited from appearing on packages.

Constituents and emissions information

No messages are required to display qualitative (descriptive) constituents and emissions information.

Special notes

Legislation applies to cigarettes as well as snuff. Chewing tobacco requires one of two text-only health warnings to cover 50% of the back of the package.

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

Madagascar has produced three rounds of graphic health warning labels:

Round (Year)	Number	Size (%) [average— front/back]
R1 (2013)	4	50— 50/50
R2 (2014)	4	50— 50/50
R3 (2015)	4	50— 50/50

Warnings within each round are required to be rotated for a period of 12 months. Warning texts must be in Malagasy, one of the principal languages of the country. No quitline phone number or government-sponsored website is required to be displayed on the package.

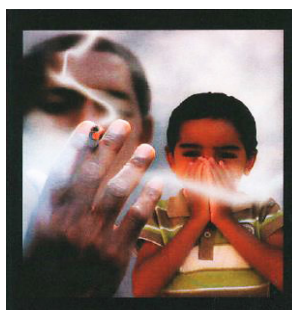
WARNINGS: 2015



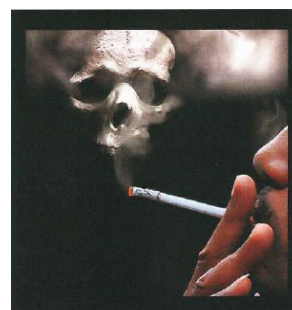
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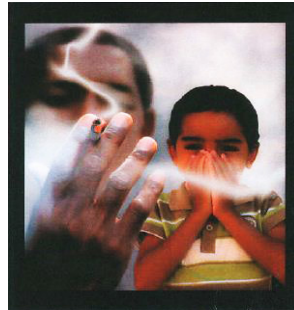
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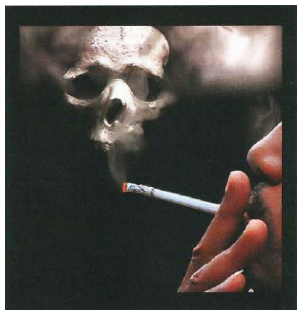


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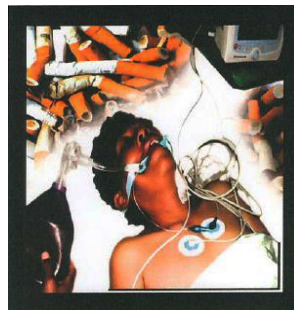
WARNINGS: 2013



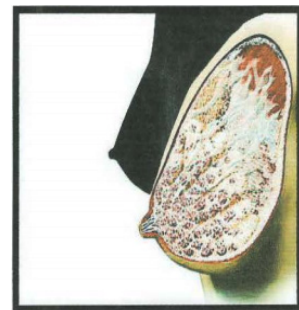
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