

## Date de mise en œuvre et lots supplémentaires 2001, 2012

### Pourcentage du paquet couvert

Les mises en garde sanitaires doivent impérativement couvrir 75 % de l'avant et 75 % du dos des paquets. En tout, 75 % de la surface externe du paquet sont réservés aux mises en garde sanitaires. L'étiquette de mise en garde doit également figurer à l'intérieur de chaque paquet de cigarettes, sur le tiroir ou sur un feuillet. Le texte de ces mises en garde et doit être en anglais d'un côté et en français l'autre.

### Calendrier de rotation et historique

Seize étiquettes de mise en garde sanitaires sont utilisées sur les paquets de cigarettes.

## Restrictions relatives aux informations trompeuses

La loi N'interdit PAS l'utilisation de termes descriptifs trompeurs comme « légère » et « douce » sur les emballages. Une ordonnance du tribunal interdit néanmoins à certains fabricants de tabac (mais pas à tous) d'employer ces termes.

## Remarques particulières

Le Canada a été le premier pays à adopter l'utilisation de mises en garde sanitaires sur les paquets de cigarettes. Entre 2001 et 2011, les mises en garde sanitaires devaient couvrir 50 % de l'avant et 50 % du dos des paquets de cigarettes. En 2012, la taille de ces mises en garde a augmenté, passant à 75 % pour chacune des faces des paquets.

## ÉTIQUETTES DE MISE EN GARDE

## 2012



ÉTIQUETTES DE MISE EN GARDE

2012

**WARNING**  
**RISK OF BLINDNESS**  
Smoking may increase your risk of age-related macular degeneration, a condition that can cause permanent vision loss. There is no effective treatment in most cases.  
Need help to quit? 1-866-366-3667 gosmoketfree.gc.ca/quit  
Health Canada

**WARNING**  
**This is what dying of lung cancer looks like.**  
Barb Tarbox died at 42 of lung cancer caused by cigarettes.  
You can quit. We can help. 1-866-366-3667 gosmoketfree.gc.ca/quit  
Health Canada

**WARNING**  
**When you smoke it shows.**  
Tobacco is addictive and harmful.  
You have it for what. There is a way. 1-866-366-3667 gosmoketfree.gc.ca/quit  
Health Canada

**WARNING**  
**BLADDER CANCER**  
Toxic chemicals in tobacco smoke damage the lining of the bladder causing cancer. The most common sign is blood in the urine.  
You have the will. There is a way. 1-866-366-3667 gosmoketfree.gc.ca/quit  
Health Canada

ÉTIQUETTES DE MISE EN GARDE

2001

**WARNING**  
**CIGARETTES CAUSE STROKES**  
Tobacco smoke can cause the arteries in your brain to clog. This can block the blood vessels and cause a stroke. A stroke can cause disability and death.  
Health Canada

**WARNING**  
**CIGARETTES CAUSE MOUTH DISEASES**  
Cigarette smoke causes oral cancer, gum diseases and tooth loss.  
Health Canada

**WARNING**  
**CHILDREN SEE CHILDREN DO**  
Your children are twice as likely to smoke if you do. Half of all premature deaths among life-long smokers result from tobacco use.  
Health Canada

**WARNING**  
**IDLE BUT DEADLY**  
Smoke from a lit cigarette contains toxic substances like hydrogen cyanide, formaldehyde and benzene. Second-hand smoke can cause death from lung cancer and other diseases.  
Health Canada

**WARNING**  
**WHERE THERE'S SMOKE THERE'S HYDROGEN CYANIDE**  
Tobacco smoke contains hydrogen cyanide. It can cause headaches, dizziness, weakness, nausea, vertigo and stomach aches in smokers and non-smokers.  
Health Canada

**WARNING**  
**TOBACCO SMOKE HURTS BABIES**  
Tobacco use during pregnancy increases the risk of preterm birth. Babies born preterm are at an increased risk of infant death, illness and disability.  
Health Canada

**DON'T POISON US**  
**WARNING:** Second-hand smoke contains carbon monoxide, ammonia, formaldehyde, benz(a)pyrene and nitrosamines. These chemicals can harm your children.  
Health Canada

**WARNING**  
**YOU'RE NOT THE ONLY ONE SMOKING THIS CIGARETTE**  
The smoke from a cigarette is not just inhaled by the smoker. It becomes second-hand smoke, which contains more than 50 cancer-causing agents.  
Health Canada

**WARNING**  
**CIGARETTES ARE A HEARTBREAKER**  
Tobacco use can result in the clogging of arteries in your heart. Clogged arteries cause heart attacks and can cause death.  
Health Canada

**WARNING**  
**CIGARETTES CAUSE LUNG CANCER**  
85% of lung cancers are caused by smoking. 80% of lung cancer victims die within 3 years.  
Health Canada

**WARNING**  
**CIGARETTES CAUSE LUNG CANCER**  
Every cigarette you smoke increases your chance of getting lung cancer.  
Health Canada

**WARNING**  
**TOBACCO USE CAN MAKE YOU IMPOTENT**  
Cigarettes may cause sexual impotence due to decreased blood flow to the penis. This can prevent you from having an erection.  
Health Canada

Estimated Deaths in Canada, 1996

Murders - 510	<b>WARNING</b> <b>EACH YEAR, THE EQUIVALENT OF A SMALL CITY DIES FROM TOBACCO USE</b>
Alcohol - 1,900	
Car accidents - 2,900	
Suicides - 3,900	
Tobacco - 45,000	Health Canada

**WARNING**  
**CIGARETTES ARE HIGHLY ADDICTIVE**  
Studies have shown that tobacco can be harder to quit than heroin or cocaine.  
Health Canada