

PRODUCT LABELING

"Size does matter."

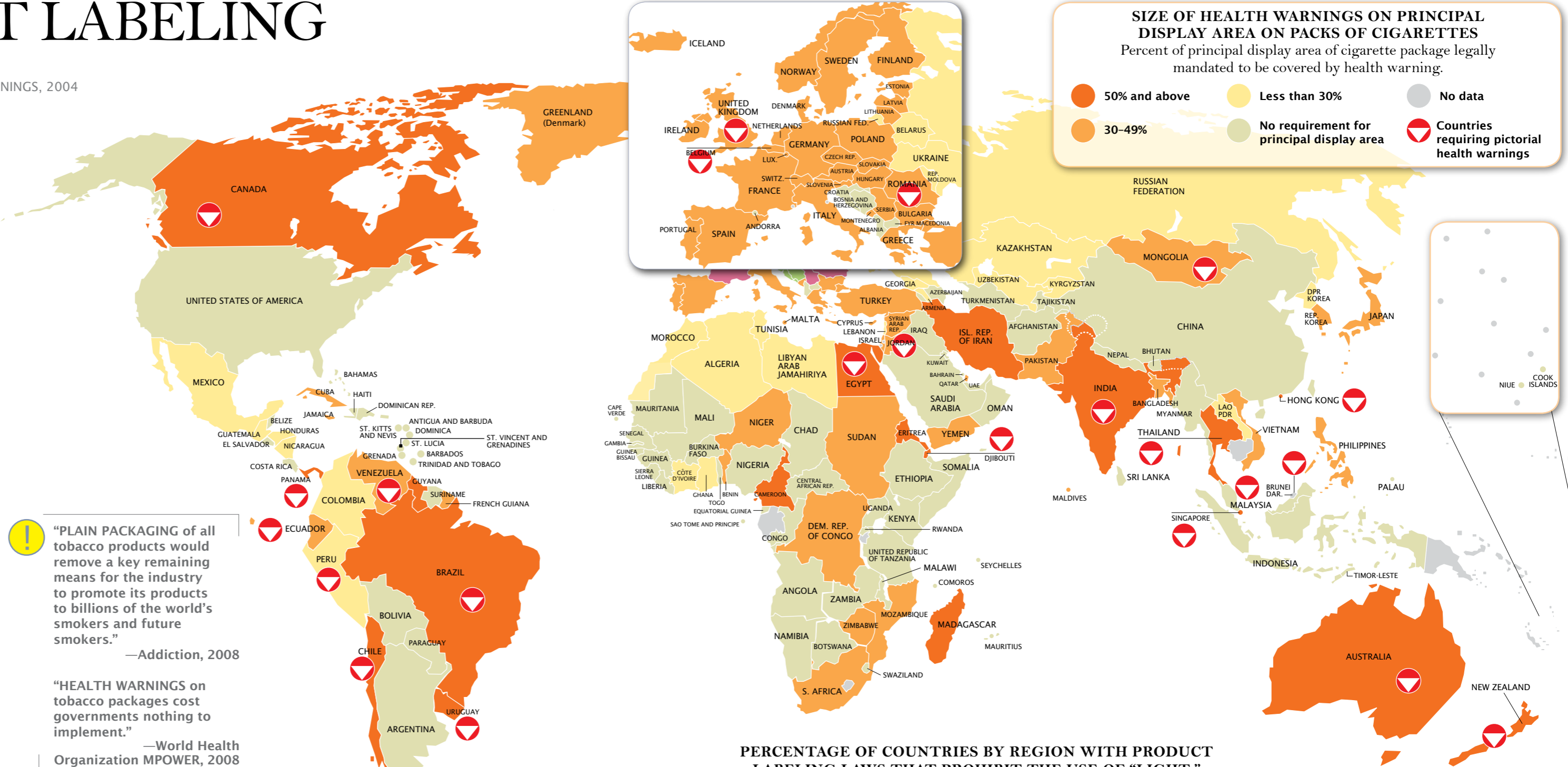
—DAVID SIMPSON, ON HEALTH WARNINGS, 2004

Health warnings on the packaging of all tobacco products are guaranteed to reach all users. Since the 1960s, warning labels on cigarette packs have been used as a way to communicate risks associated with smoking and encouragement to quit. Health warnings on cigarette packs are now required in most countries of the world, and laws are steadily increasing the required size of the warning, strengthening the content, and enhancing the graphic design.

In one of its strongest provisions, Article 11 of the WHO Framework Convention on Tobacco Control (FCTC) compels signatories, within three years of ratification, to require tobacco product health warnings that cover at least 30 percent, and preferably 50 percent, of the visible area on a cigarette pack. Warnings should be extended to all forms of smoking and smokeless tobacco.

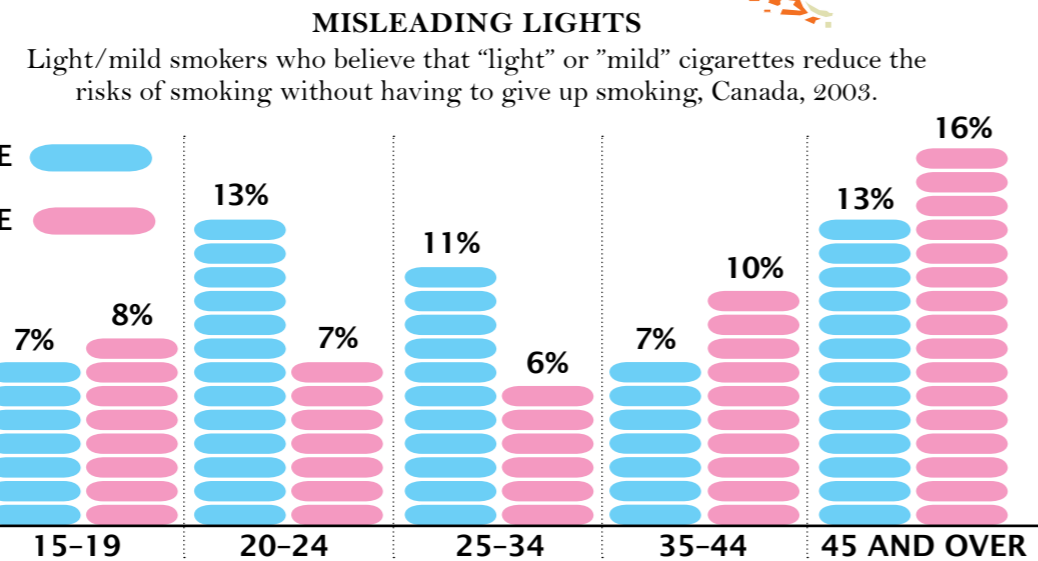
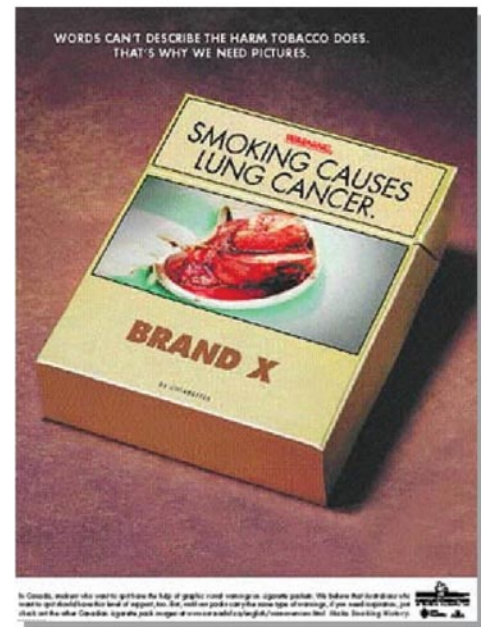
Efforts to correct decades of consumer misperceptions about light cigarettes must extend beyond simply removing "light" and "mild" brand descriptors.

Plain packaging, displaying only the brand name and the health warning with no use of color, logo, or promotional graphic design, increases both prominence and credibility of health warnings. Plain packaging requirements are consistent with restrictions on tobacco advertising because promotional packaging is one of the industry's most important advertising tools.

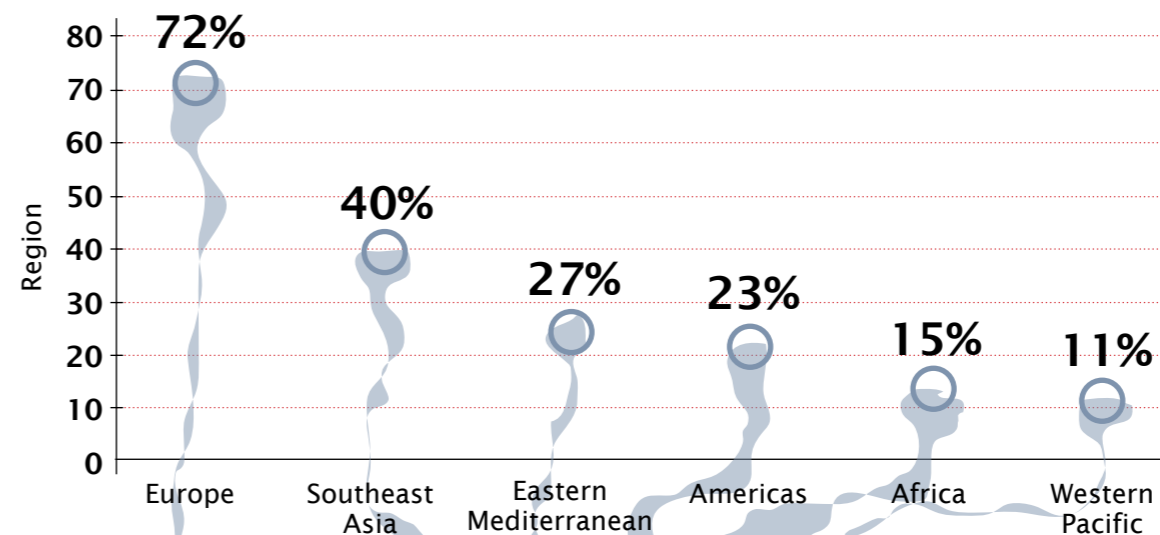


! "PLAIN PACKAGING of all tobacco products would remove a key remaining means for the industry to promote its products to billions of the world's smokers and future smokers."
—Addiction, 2008

"HEALTH WARNINGS on tobacco packages cost governments nothing to implement."
—World Health Organization MPOWER, 2008



PERCENTAGE OF COUNTRIES BY REGION WITH PRODUCT LABELING LAWS THAT PROHIBIT THE USE OF "LIGHT," "MILD," AND SIMILAR MISLEADING DESCRIPTORS, 2007



"Obviously the Group policy should be to avoid health warnings on all tobacco products for just as long as we can."
—Stewart Lockhart, British American Tobacco (BAT), UK director, 1978