



Health
Canada

Santé
Canada

Canada

Measures to Reduce Tobacco Product Appeal in Canada

COP10 Side Event

***Towards a smoke-free generation: Options to make tobacco and
related products less attractive***

5 February 2024

YOUR HEALTH AND SAFETY... OUR PRIORITY.



Contents of the Presentation

- Overview of Legislation
- Use of Additives
- Cigarette dimensions, appearance and labelling
- Package appearance and labelling



Tobacco Control Legislation

Canada's *Tobacco and Vaping Products Act* sets out tobacco-related measures, such as:

- ☐ Prohibition on the use of certain additives (including flavouring additives)
- ☐ Labelling and appearance requirements (tobacco packaging and tobacco products)
- ☐ Limits on youth access to tobacco products
- ☐ Restrictions on promotional activities.

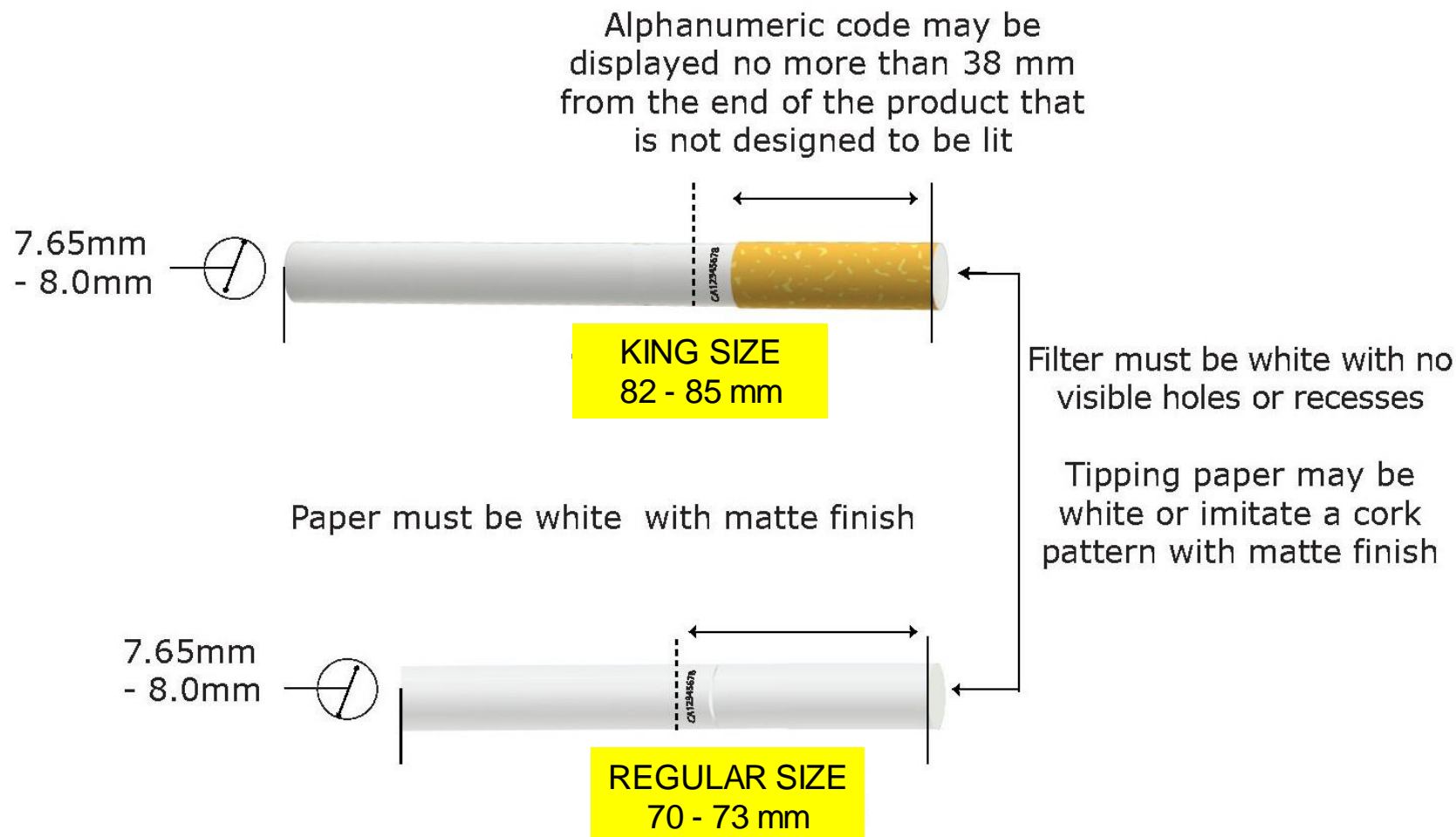
Prohibition on the Use of Certain Additives

The following additives cannot be used in cigarettes, and some other tobacco products, to limit their appeal:

- Additives that have flavouring properties or that enhance flavour, including menthol
- Amino acids
- Spices, seasonings and herbs
- Caffeine, taurine and glucuronolactone
- Probiotics
- Essential fatty acids
- Vitamins and mineral nutrients
- Sugars and sweeteners
- Fruits, vegetables or derived products, and
- Colouring agents (with exceptions)



Dimensions and Appearance of Cigarettes



Warnings on Individual Cigarettes

- Health warnings in both English and French on a white background tipping paper; can be attributed to Health Canada
- Tipping paper at least 24 mm long
- Two sets of six health warnings rotate every 24 months



Tobacco Package Appearance

Some of the requirements include:	<ul style="list-style-type: none">• Standardized format (slide and shell), shape, materials and dimensions for cigarette packages• Standardized overall appearance<ul style="list-style-type: none">❑ e.g. no embossing, or other visual features on the exterior or interior• Pantone 448 required – drab brown colour with matte finish• Standardized font style, size, colour and location for brand names• Package contents limited to only a lining, a leaflet and a tobacco product
--	---

Tobacco Package Labelling

- Pictorial health warnings occupy at least 75% of the main display areas, for most tobacco products
- Toxicity information required on the exterior of all tobacco product packages
- Cessation-based health information messages on the inside of packages (cigarette, little cigar and cigarette tobacco)
- All messages change every 24 to 36 months, depending on the product



**Tobacco Control Directorate
Controlled Substances and
Cannabis Branch
Health Canada
Ottawa, Ontario
Canada**

