

**Data de implementação e rodadas adicionais**  
2008

**Cobertura da embalagem**

As advertências de saúde precisam cobrir 30% da frente e 90% do verso das embalagens, tanto em inglês como em maori. No geral, 60% do espaço da embalagem é reservado para advertências de saúde.

**Frequência de rotação e histórico**

Quatorze advertências são usadas nas embalagens de cigarros. Dois conjuntos de 7 advertências são alternados a cada 12 meses.

**Restrições sobre informações enganosas**

Descritores enganosos, como “light” e “suave”, NÃO são proibidos de figurarem nas embalagens.

## ADVERTÊNCIAS

2008

**SMOKING IS HIGHLY ADDICTIVE**  
KA TINO WAREA TE TANGATA I TE MOMI HIKARETI



© Health Canada and the Canadian Tobacco Control

You may not realise how addicted you are until you try to quit. Long-term smokers can and do quit.

You **CAN** quit smoking. Call **Quitline 0800 778 778**, or talk to a quit smoking provider.

**YOU ARE NOT THE ONLY ONE SMOKING THIS CIGARETTE**  
ĒHARA KO KOE ANAKE KEI TE MOMI I TĒNEI HIKARETI



© European Community

Smoking during pregnancy increases the risk of miscarriage, stillbirth, premature birth and the risk of Sudden Infant Death Syndrome (SIDS).

You **CAN** quit smoking. Call **Quitline 0800 778 778**, or talk to a quit smoking provider.

**SMOKING CAUSES BLINDNESS**  
KA KAPO KOE I TE MOMI HIKARETI



© Commonwealth of Australia

Smoking causes blindness by damaging the back of your eyes. It also causes cataracts.

You **CAN** quit smoking. Call **Quitline 0800 778 778**, or talk to a quit smoking provider.

**SMOKING BLOCKS YOUR ARTERIES**  
KA AUKATIHIĀ ŌU IOIO TOTO I TE MOMI HIKARETI



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Blocked arteries can lead to heart attack, stroke, and death.

You **CAN** quit smoking. Call **Quitline 0800 778 778**, or talk to a quit smoking provider.

**YOUR SMOKING CAN HARM YOUR KIDS**  
KOI PĀNGIA I TE MATE ŌU TAMARIKI I TŌU MOMI HIKARETI



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Exposure to tobacco smoke increases the risk of your children contracting serious illnesses and dying. Babies exposed to tobacco smoke are at greater risk of Sudden Infant Death Syndrome (SIDS).

You **CAN** quit smoking. Call **Quitline 0800 778 778**, or talk to a quit smoking provider.

**SMOKING MORE THAN DOUBLES YOUR RISK OF STROKE**  
KA TINO KAHA RAWA AKE TŌU PĀNGIA ANA I TE MATE RORO IKURA I TE MOMI HIKARETI



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Strokes can cause permanent paralysis, inability to speak, disability and death.

You **CAN** quit smoking. Call **Quitline 0800 778 778**, or talk to a quit smoking provider.

**SMOKING CAUSES FOUL AND OFFENSIVE BREATH**

KA HAUNGA, KA KEHAKEHA TÔU HĀ I TE MOMI HIKARETI



Tobacco smoke affects the natural chemical balance in your mouth, which can give you offensive bad breath.

You **CAN** quit smoking. Call **Quitline 0800 778 778**, or talk to a quit smoking provider.

**SMOKING CAUSES MOUTH CANCER**

KA MATE PUKUPUKU Ō TE WAHA KOE I TE MOMI HIKARETI



Mouth and throat cancer can result in eating, swallowing and speech problems, disfigurement and death.

You **CAN** quit smoking. Call **Quitline 0800 778 778**, or talk to a quit smoking provider.

**SMOKING CAN MAKE YOU IMPOTENT**

KA KAHAKORE TE URE I TE MOMI HIKARETI



Smoking can cause impotence due to decreased blood flow to the penis. This can prevent you from having sex.

You **CAN** quit smoking. Call **Quitline 0800 778 778**, or talk to a quit smoking provider.

**SMOKING CAUSES GANGRENE**

KA PĀNGIA KOE I TE KIKOHUNGA I TE MOMI HIKARETI



Smoking damages your blood vessels reducing circulation to your legs and feet. This can cause blood clots, gangrene and amputation.

You **CAN** quit smoking. Call **Quitline 0800 778 778**, or talk to a quit smoking provider.

**OVER 80% OF LUNG CANCERS ARE CAUSED BY SMOKING**

TE NUINGA O NGĀ MATE PUKUPUKU Ā PŪKAHUKAHU NĀ TE MOMI HIKARETI



Smoking causes most lung cancers in New Zealand. If you get lung cancer you will probably die from it.

You **CAN** quit smoking. Call **Quitline 0800 778 778**, or talk to a quit smoking provider.

**SMOKING CAUSES SERIOUS LUNG DISEASES**

HE TINO KINO TE MATE MIRU PUPUHI



Smoking causes crippling and often fatal lung diseases like emphysema.

You **CAN** quit smoking. Call **Quitline 0800 778 778**, or talk to a quit smoking provider.

**TOBACCO SMOKE IS POISONOUS**

HE PAIHANA TE AUAHI HIKĀ



Smoking exposes you to poisonous chemicals that cause cancer, heart disease and death.

You **CAN** quit smoking. Call **Quitline 0800 778 778**, or talk to a quit smoking provider.

**SMOKING CAUSES HEART ATTACKS**

KA MĀUIUI TÔU NGĀKAU I TE MOMI HIKARETI



Smoking can block your arteries. Blocked arteries cause heart attacks which can kill you.

You **CAN** quit smoking. Call **Quitline 0800 778 778**, or talk to a quit smoking provider.