



Health
Canada

Santé
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*Your health and
safety... our priority.*

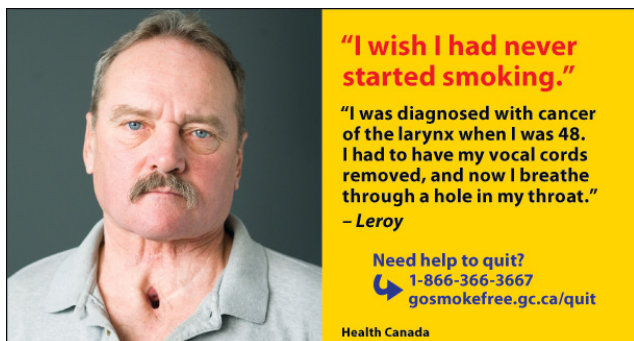
*Votre santé et votre
sécurité... notre priorité.*

HEALTH-RELATED MESSAGES
for the ***Tobacco Products Labelling Regulations***
(Cigarettes and Little Cigars)

Canada 

Cigarettes: 16 Health Warning Messages

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1. "I wish I had never started smoking."



*2. Cigarettes are a major cause of heart disease.



*3. Oral Cancer
© Dr. Martin T. Tyler



4. A single stroke can leave you helpless.



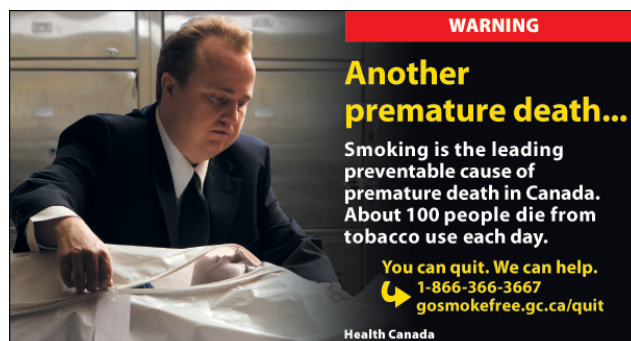
5. "Just breathing is torture."



6. Tobacco smoke hurts everyone.



*7. "Look at the power of the cigarette... Remember this face and that smoking killed me."
© The Edmonton Journal



8. Another premature death...



9. Smoking in the car hurts more than just you.



*10. Risk of blindness

© Insidermedicine



*11. This is what dying of lung cancer looks like.

© The Edmonton Journal



12. Tobacco Smoke: No thanks.



*13. Cigarette addiction affects generations.

© Brenda Ann Kenneally



*14. When you smoke it shows.

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15. Your kids are sick of your smoking.



16. Cigarettes cause bladder cancer.

Little Cigars: 16 Health Warning Messages

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1. Throat cancer. It's tough to swallow.



*2. Smoking is a major cause of heart disease.



*3. Oral Cancer
© Dr. Martin T. Tyler



4. A single stroke can leave you helpless.



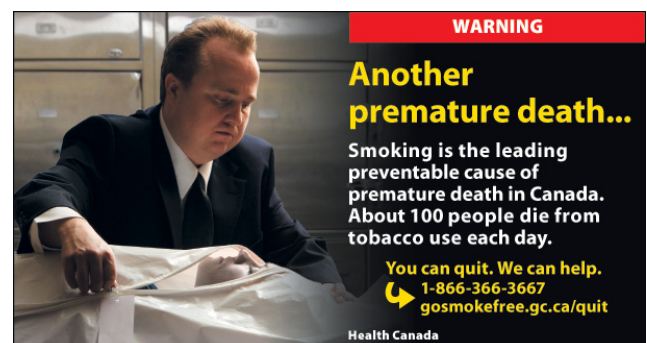
5. Chronic Bronchitis



6. Tobacco smoke hurts everyone.



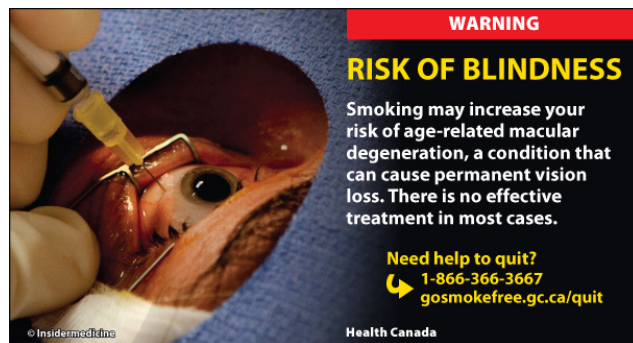
7. Tobacco is addictive, even for occasional smokers.



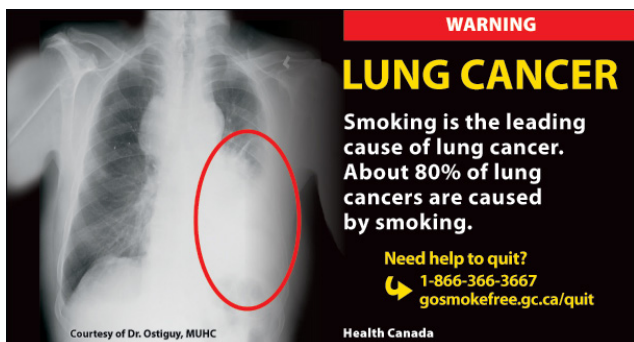
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*11. Lung Cancer
Courtesy of Dr. Ostiguy, MUHC



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15. Your kids are sick of your smoking.



16. Bladder Cancer

Cigarettes and Little Cigars: 4 Toxic Emissions Statements

Tobacco smoke contains more than 70 chemicals that can cause cancer.

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La fumée du tabac contient plus de 70 substances chimiques qui peuvent causer le cancer.

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1

Tobacco smoke contains hydrogen cyanide, a poisonous gas.

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La fumée du tabac contient du cyanure d'hydrogène, un gaz toxique.

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2

Tobacco smoke contains benzene, a chemical that causes cancer.

Health Canada

La fumée du tabac contient du benzène, un produit chimique qui donne le cancer.

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3

Tobacco smoke contains fine particles that can damage the respiratory system.

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La fumée du tabac contient des particules fines qui peuvent endommager le système respiratoire.

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4

Cigarettes and Little Cigars: 8 Health Information Messages

It's never too late...

Quitting smoking increases life expectancy and improves quality of life.

People who quit smoking increase their chances of living longer. They improve their general health, leading to a better quality of life.

It's never too late to quit. No matter how old you are, you'll start to feel major and immediate health benefits and have more energy to help you live life to the fullest.

Talk to a health care provider.
Health Canada



Morning cough?

Coughing is your lungs warning you it's time to quit.



When you quit smoking:

- **Within the first few months**, you'll cough and wheeze less and you'll be short of breath less often.
- **In the first 5 years**, respiratory problems like bronchitis and pneumonia will decrease significantly.

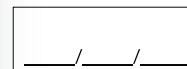
You can quit and breathe easier!
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Never quit trying to quit.

Most smokers try to quit several times before they succeed.

Think of every attempt as a learning experience, not a failure. Never quit trying to quit.

Pick a quit date, write it down or tell someone about it.



Nicotine is the drug in tobacco that causes addiction.
Health Canada

1. It's never too late...

2. Morning cough?

3. Never quit trying to quit.

"I had enough of feeling guilty..."

"Quitting is hard and it takes a lot of will power.

"I had enough of feeling guilty. I was ashamed of being a smoker.

"When I was ready to quit, I called a quitline and, with their support, I made it through the first few days of cravings.

"As the days went by, I was more and more proud of myself and my will to keep going got stronger."

– Susan



1-866-366-3667

Tobacco products are highly addictive.
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They only last an average of a few minutes...

For most, when cravings occur they usually last only a few minutes.

When you quit smoking, you may get strong cravings. This is part of the quitting process.

The brain gets used to not having nicotine. The more you resist, the fewer cravings you'll have.

You've got what it takes to go smoke-free!



Nicotine is the drug in tobacco that causes addiction.
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Thinking of having a baby?

Quitting smoking before pregnancy will increase your chances of having a healthy baby.

You'll lower your risk of:

- Miscarriage
- Stillbirth
- Having a baby with serious health problems.

Although quitting is most beneficial before conception, there are some benefits to quitting at any time during your pregnancy.



Talk to a health care provider.
Health Canada

4. "I had enough of feeling guilty..."

5. They only last an average of a few minutes...

6. Thinking of having a baby?

Quitting... What's in it for me?

WHY SHOULD I QUIT SMOKING?

I want to regain control over myself by getting rid of my tobacco addiction...

I want to be at my best with my activities...

I want to be healthier and have more energy...

I will reward myself with the money saved...



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7. Quitting... What's in it for me?


How can the quitline help me?

WHEN YOU CALL THE TOLL-FREE QUITLINE 1-866-366-3667

You'll speak one-on-one with a quit specialist who will help you:

- Create a quit plan that works for you.
- Access information and tools to become smoke-free.
- Cope with cravings and withdrawal symptoms.
- Find services and resources in your community.

There are many reasons to quit. What's yours?



Tobacco is the single most preventable cause of premature death and disease.
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8. How can the quitline help me?