



Tobacco Control  
Data Initiative



DEVELOPMENT  
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An IREX Venture



## SUMMARY OF KEY RECOMMENDATION OF ARTICLE 11

The Article 11 Guidelines draw upon lessons learned from parties' experiences and seek to counter known tobacco industry tactics for circumventing tobacco packaging and labeling regulation.

Under the terms of the treaty and the Article 11 Guidelines, parties should:



Prohibit packaging and labeling that promotes a tobacco product by means that are false, misleading, deceptive, or likely to create an erroneous impression about its characteristics, health effects, hazards, or emissions (including through the use of the terms "low tar," "light," and any similar language) and any other figurative signs, colors, or other packaging or labeling design.



Require that unit (e.g., individual packages) and outside packaging (e.g., cartons) of all tobacco products carry rotating pictorial and text health warnings or messages that are as large as possible and displayed on the top of each principal display area.



Require that unit and outside packaging carry descriptive information on constituents and emissions (as determined by the appropriate government entity), without any yield figures.



Consider adopting plain or standardized packaging measures, which may increase the noticeability and effectiveness of health warnings and messages and prevent the tobacco industry from continuing to use packaging and labeling to mislead consumers and promote its products.