

UNITED ARAB EMIRATES

EASTERN MEDITERRANEAN REGION

GULF COOPERATION COUNCIL

Law passage date

2011

Expected implementation date

2012

Package coverage

Health warnings are required to cover 50% the front and 50% of the back of the package. Overall, 50% of the package space is appropriated to health warnings. The text of the warnings appears in Arabic on the front of the package and English on the back.

Rotation schedule and history

Six warnings are used on tobacco packages. Two warnings are specifically meant for waterpipe tobacco packages.

Restrictions on misleading information

Misleading descriptors such as “light” and “mild” are prohibited from appearing on packages.

WARNINGS

2012



Cigarettes contain more than 4000 toxic substances and causes death



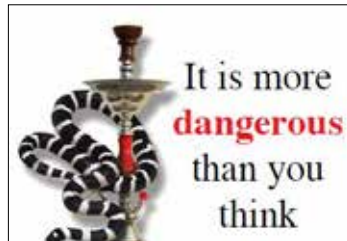
Passive smoking affects fetus and leads to growth retardation and premature labor



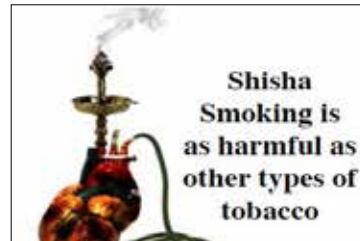
Smoking causes early death



Smoking increases risk of more than 25 diseases including cancer and cardiovascular disease



It is more **dangerous** than you think



Shisha Smoking is as harmful as other types of tobacco