

1. Online tobacco advertisement warnings

Health warning 1.1 (Quarter 1)




**The chemicals in tobacco smoke can damage your DNA.
This can trigger cancer.**

For help quitting • call Quitline 13 7848 • talk to your doctor or pharmacist • visit quitnow.gov.au

It is illegal to sell tobacco products to a person under 18. It is illegal to purchase a tobacco product for use by a person under 18.

Health warning 1.2 (Quarter 2)



Smoking causes lung diseases that cannot be cured.

For help quitting • call Quitline 13 7848 • talk to your doctor or pharmacist • visit quitnow.gov.au

It is illegal to sell tobacco products to a person under 18. It is illegal to purchase a tobacco product for use by a person under 18.

Health warning.1.3 (Quarter 3)



Smoking can lead to an early death.

For help quitting • call Quitline 13 7848 • talk to your doctor or pharmacist • visit quitnow.gov.au

It is illegal to sell tobacco products to a person under 18. It is illegal to purchase a tobacco product for use by a person under 18.

Health warning 1.4 (Quarter 4)



**WARNING: Tobacco contains nicotine, which is very addictive.
But, you CAN quit and help is available.**

For help quitting • call Quitline 13 7848 • talk to your doctor or pharmacist • visit quitnow.gov.au

It is illegal to sell tobacco products to a person under 18. It is illegal to purchase a tobacco product for use by a person under 18.