

## 2. Health warning series—cigarettes and tobacco products other than cigars, pipe tobacco, shisha tobacco and bidis

### Part 1 – Vertical retail packaging

#### Health warning 2.1.1

Front outer surface

**Your lungs cannot protect you from all the chemicals in smoke.**



tobaccofacts.gov.au

Back outer surface

**The chemicals in tobacco smoke move from your lungs:**

into your **blood stream**

then to **all parts of your body**; and

**CAUSE DAMAGE ANYWHERE THEY GO.**

For help quitting, call Quitline 13 7848

Side outer surface/hidden flap

**WARNING**

Tobacco smoke contains carbon monoxide, which increases your risk of a heart attack.

#### Health warning 2.1.2

Front outer surface

**What would it be like to get THROAT CANCER?**



For help quitting, call Quitline 13 7848

Back outer surface

“Surgery to remove your voice box is one of the most life-changing operations you could have.”

ENT Surgeon Rob Wormald

**If you get throat cancer, you may:**

- need surgery to remove part of your throat
- lose your voice
- need to breathe through a hole in your neck.

**People who smoke are 11 times more likely to get cancer of the voice box.**

To find out more, see [tobaccofacts.gov.au](http://tobaccofacts.gov.au)

Side outer surface/hidden flap

**The toxic chemicals in tobacco smoke cause throat cancer. These chemicals hit your throat when you inhale and damage the DNA in your throat cells.**

## 2. Health warning series—cigarettes and tobacco products other than cigars, pipe tobacco, shisha tobacco and bidis

### Part 1 – Vertical retail packaging

#### Health warning 2.1.3

Front outer surface

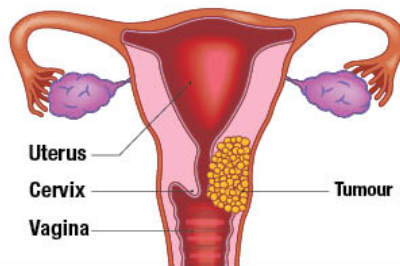
**Smoking **DOUBLES** the risk of cervical cancer.**



tobaccofacts.gov.au

Back outer surface

**Infection with human papilloma virus (HPV) is the main cause of cervical cancer. Smoking **doubles** the risk of cancer developing.**



**Talk to your doctor about help available to quit smoking.**

Side outer surface/hidden flap

**WARNING**

Chemicals from tobacco smoke travel from the lungs through the blood to the rest of your body. These chemicals can be found in the cervical cells of smokers.

#### Health warning 2.1.4

Front outer surface

**Smoking causes heart attacks. These can kill you...**



Back outer surface

**...and not just when you're old.**



People who smoke have more heart attacks than people who don't smoke. Smokers are also more likely to die from a heart attack at a younger age – even in their 50s or 40s.

To find out more see [tobaccofacts.gov.au](http://tobaccofacts.gov.au)

Side outer surface/hidden flap

**WARNING**

Toxic chemicals in smoke narrow your heart's blood vessels. This makes your heart work harder and reduces the blood and oxygen that can get to it.

## 2. Health warning series—cigarettes and tobacco products other than cigars, pipe tobacco, shisha tobacco and bidis

### Part 1 – Vertical retail packaging

#### Health warning 2.1.5

Front outer surface

**Smoking leads to diabetes...**



For help quitting, call Quitline 13 7848

Back outer surface

**...and it makes diabetes worse.**



Lifestyle factors such as poor diet can increase the risk of type 2 diabetes. But smoking also increases the risk.

People with diabetes who smoke are more likely to get damaged blood vessels and need limb amputations.

[tobaccofacts.gov.au](http://tobaccofacts.gov.au)

Side outer surface/hidden flap

**WARNING**  
Complications of diabetes include heart disease, kidney disease, stroke and blindness.

#### Health warning 2.1.6

Front outer surface

**How does smoking cause erectile dysfunction?**




For help quitting, call Quitline 13 7848

Back outer surface

**Smoking can reduce the firmness of erections and cause impotence.**

Impotence means being unable to have an erection firm enough for sex. Erectile dysfunction can have terrible effects on a man or couple's sex life and intimacy.

Treatments include medicines, pumps and injections in the penis. But these don't always work.



To find out more, see [tobaccofacts.gov.au](http://tobaccofacts.gov.au)

Side outer surface/hidden flap

**WARNING**  
Smoking damages the blood vessels, reducing the blood flow that is needed for an erection.



## 2. Health warning series—cigarettes and tobacco products other than cigars, pipe tobacco, shisha tobacco and bidis

### Part 1 – Vertical retail packaging

#### Health warning 2.1.7

Front outer surface



Back outer surface



Side outer surface/hidden flap



#### Health warning 2.1.8

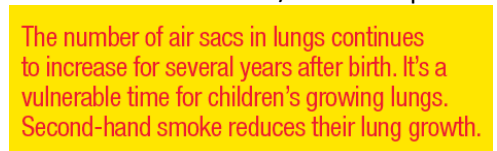
Front outer surface



Back outer surface



Side outer surface/hidden flap



## 2. Health warning series—cigarettes and tobacco products other than cigars, pipe tobacco, shisha tobacco and bidis

### Part 1 – Vertical retail packaging

#### Health warning 2.1.9

Front outer surface

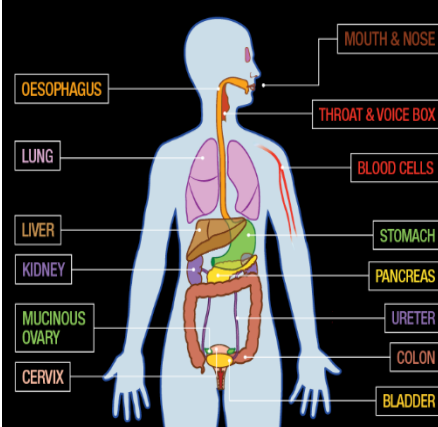
**How many types of cancer can smoking cause?**



For help quitting, call Quitline 13 7848

Back outer surface

**Smoking can cause at least 16 types of cancer.**



Side outer surface/hidden flap

Scientists are investigating whether breast cancer can also be caused by smoking. [tobaccofacts.gov.au](http://tobaccofacts.gov.au)

#### Health warning 2.1.10

Front outer surface

**Nicotine is a highly ADDICTIVE DRUG but...**



You CAN quit smoking. Call Quitline 13 7848

Back outer surface

**...quitting is definitely worth it.**



Quitting smoking usually takes several tries.

Every time you try, you learn more about how to beat it.

**For help quitting:**

- talk to your doctor
- visit [quitnow.gov.au](http://quitnow.gov.au)
- call Quitline 13 7848

Side outer surface/hidden flap

There is no magic cure when it comes to quitting. But medications and support can help. To find out more, see [tobaccofacts.gov.au](http://tobaccofacts.gov.au)

## 2. Health warning series—cigarettes and tobacco products other than cigars, pipe tobacco, shisha tobacco and bidis

### Part 2 - Horizontal retail packaging

#### Health warning 2.2.1

Front outer surface



Side outer surface/hidden flap



Back outer surface

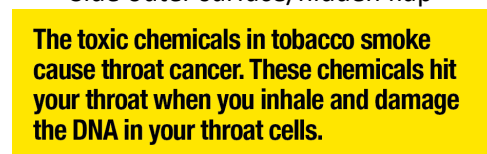


#### Health warning 2.2.2

Front outer surface



Side outer surface/hidden flap



Back outer surface





## 2. Health warning series—cigarettes and tobacco products other than cigars, pipe tobacco, shisha tobacco and bidis

### Part 2 - Horizontal retail packaging

#### Health warning 2.2.3

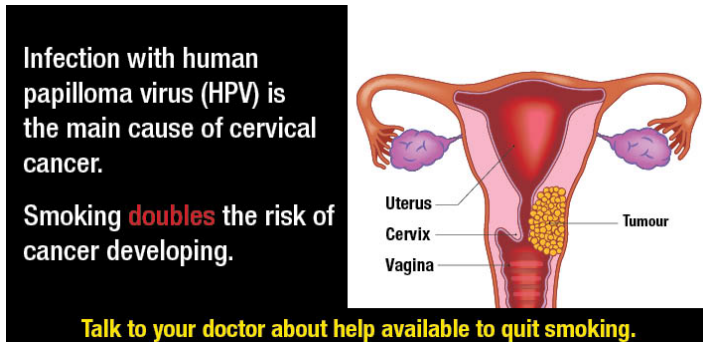
Front outer surface



Side outer surface/hidden flap



Back outer surface

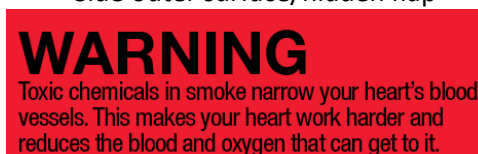


#### Health warning 2.2.4

Front outer surface



Side outer surface/hidden flap



Back outer surface



## 2. Health warning series—cigarettes and tobacco products other than cigars, pipe tobacco, shisha tobacco and bidis

### Part 2 - Horizontal retail packaging

#### Health warning 2.2.5

Front outer surface



Side outer surface/hidden flap

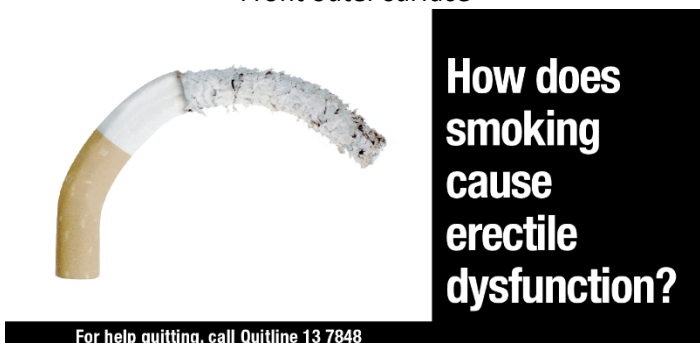


Back outer surface



#### Health warning 2.2.6

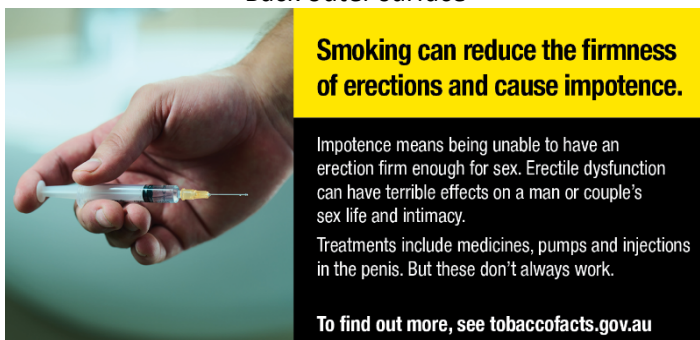
Front outer surface



Side outer surface/hidden flap



Back outer surface





## 2. Health warning series—cigarettes and tobacco products other than cigars, pipe tobacco, shisha tobacco and bidis

### Part 2 - Horizontal retail packaging

#### Health warning 2.2.7

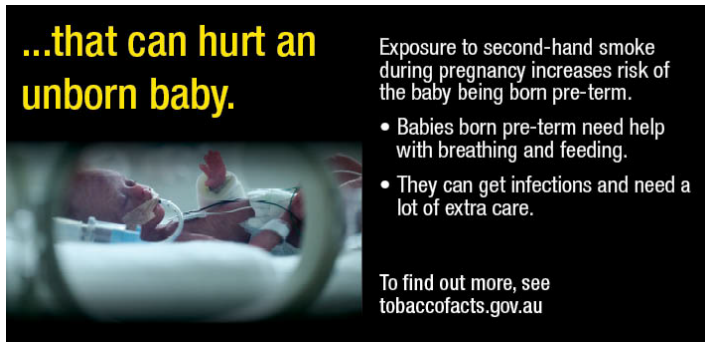
Front outer surface



Side outer surface/hidden flap



Back outer surface

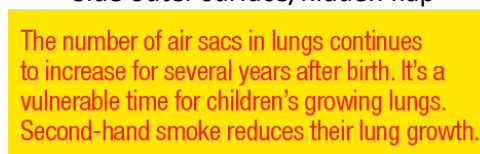


#### Health warning 2.2.8

Front outer surface



Side outer surface/hidden flap



Back outer surface

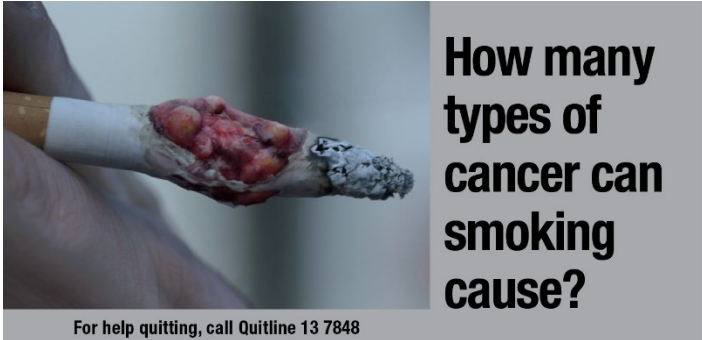


## 2. Health warning series—cigarettes and tobacco products other than cigars, pipe tobacco, shisha tobacco and bidis

### Part 2 - Horizontal retail packaging

#### Health warning 2.2.9

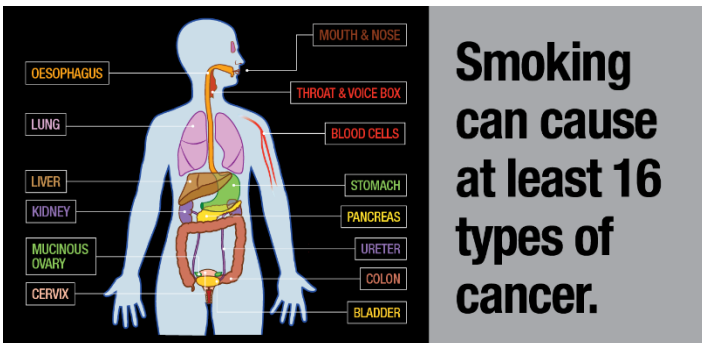
Front outer surface



Side outer surface/hidden flap

Scientists are investigating whether breast cancer can also be caused by smoking. [tobaccofacts.gov.au](http://tobaccofacts.gov.au)

Back outer surface



#### Health warning 2.2.10

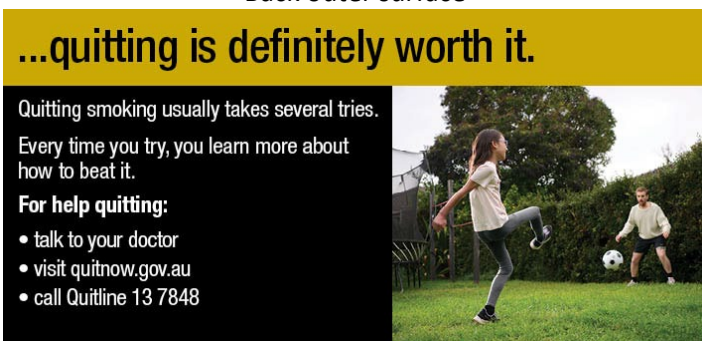
Front outer surface



Side outer surface/hidden flap

There is no magic cure when it comes to quitting. But medications and support can help. To find out more, see [tobaccofacts.gov.au](http://tobaccofacts.gov.au)

Back outer surface



## 2. Health warning series—cigarettes and tobacco products other than cigars, pipe tobacco, shisha tobacco and bidis

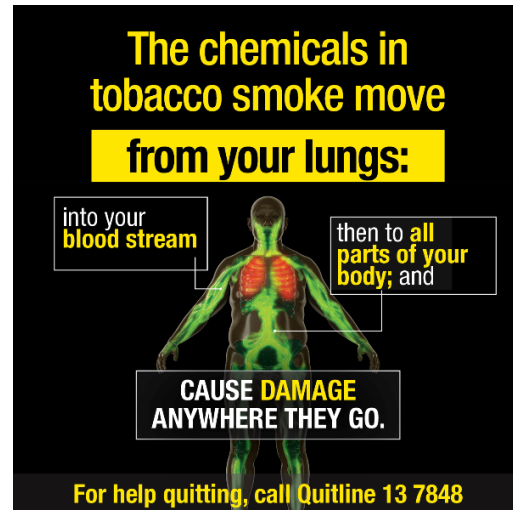
### Part 3 - Square retail packaging, and square images used on other retail packaging

#### Health warning 2.3.1

Front outer surface



Back outer surface



Side outer surface/hidden flap



#### Health warning 2.3.2

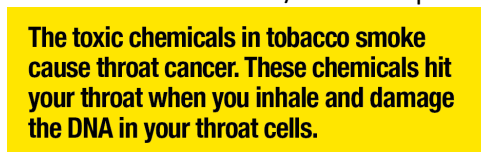
Front outer surface



Back outer surface



Side outer surface/hidden flap





## 2. Health warning series—cigarettes and tobacco products other than cigars, pipe tobacco, shisha tobacco and bidis

### Part 3 - Square retail packaging, and square images used on other retail packaging

#### Health warning 2.3.3

Front outer surface

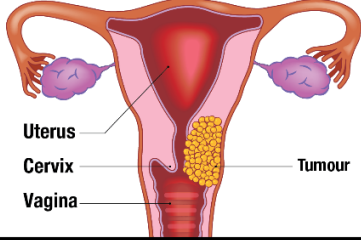
**Smoking **DOUBLES** the risk of cervical cancer.**



tobaccofacts.gov.au

Back outer surface

**Infection with human papilloma virus (HPV) is the main cause of cervical cancer. Smoking **doubles** the risk of cancer developing.**



Uterus  
Cervix  
Vagina  
Tumour

**Talk to your doctor about help available to quit smoking.**

Side outer surface/hidden flap

**WARNING**  
Chemicals from tobacco smoke travel from the lungs through the blood to the rest of your body. These chemicals can be found in the cervical cells of smokers.

#### Health warning 2.3.4

Front outer surface

**Smoking causes heart attacks. These can kill you...**



Back outer surface

**...and not just when you're old.**



People who smoke have more heart attacks than people who don't smoke.  
Smokers are also more likely to die from a heart attack at a younger age – even in their 50s or 40s.  
To find out more, see [tobaccofacts.gov.au](http://tobaccofacts.gov.au)

Side outer surface/hidden flap

**WARNING**  
Toxic chemicals in smoke narrow your heart's blood vessels. This makes your heart work harder and reduces the blood and oxygen that can get to it.

## 2. Health warning series—cigarettes and tobacco products other than cigars, pipe tobacco, shisha tobacco and bidis

### Part 3 - Square retail packaging, and square images used on other retail packaging

#### Health warning 2.3.5

Front outer surface

**Smoking leads to diabetes...**



For help quitting, call Quitline 13 7848

Back outer surface

**...and it makes diabetes worse.**



Lifestyle factors such as poor diet can increase the risk of type 2 diabetes. But smoking also increases the risk. People with diabetes who smoke are more likely to get damaged blood vessels and need limb amputations.

[tobaccofacts.gov.au](http://tobaccofacts.gov.au)

Side outer surface/hidden flap

**WARNING**  
Complications of diabetes include heart disease, kidney disease, stroke and blindness.

#### Health warning 2.3.6

Front outer surface

**How does smoking cause erectile dysfunction?**



For help quitting, call Quitline 13 7848

Back outer surface

**Smoking can reduce the firmness of erections and cause impotence.**

Impotence means being unable to have an erection firm enough for sex. Erectile dysfunction can have terrible effects on a man or couple's sex life and intimacy. Treatments include medicines, pumps and injections in the penis. But these don't always work.



To find out more, see [tobaccofacts.gov.au/impotence](http://tobaccofacts.gov.au/impotence)

Side outer surface/hidden flap

**WARNING**  
Smoking damages the blood vessels, reducing the blood flow that is needed for an erection.

## 2. Health warning series—cigarettes and tobacco products other than cigars, pipe tobacco, shisha tobacco and bidis

### Part 3 - Square retail packaging, and square images used on other retail packaging

#### Health warning 2.3.7

Front outer surface



Back outer surface



Side outer surface/hidden flap



#### Health warning 2.3.8

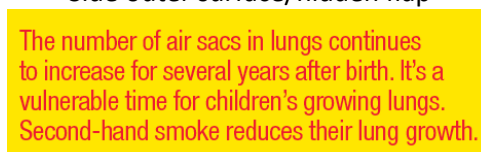
Front outer surface



Back outer surface



Side outer surface/hidden flap





## 2. Health warning series—cigarettes and tobacco products other than cigars, pipe tobacco, shisha tobacco and bidis

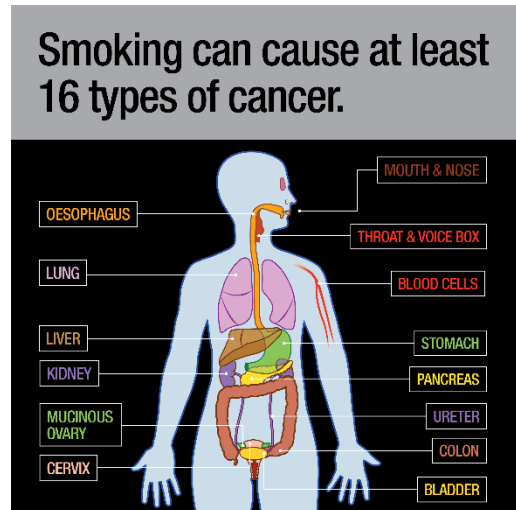
### Part 3 - Square retail packaging, and square images used on other retail packaging

#### Health warning 2.3.9

Front outer surface



Back outer surface



Side outer surface/hidden flap

Scientists are investigating whether breast cancer can also be caused by smoking. [tobaccofacts.gov.au](http://tobaccofacts.gov.au)

#### Health warning 2.3.10

Front outer surface



Back outer surface



Side outer surface/hidden flap

There is no magic cure when it comes to quitting. But medications and support can help. To find out more, see [tobaccofacts.gov.au](http://tobaccofacts.gov.au)