

Notice: Consultation on proposed *Regulations Amending the Tobacco Products Regulations (Plain and Standardized Appearance)*

On June 11, 2022, Health Canada published the proposed *Order Amending Schedule 1 to the Tobacco and Vaping Products Act* and the proposed *Regulations Amending the Tobacco Products Regulations (Plain and Standardized Appearance)* in the [Canada Gazette, Part I](#).

Tobacco use continues to be the leading preventable cause of illness and premature death in Canada. Existing health-related messages no longer reflect the most up to date scientific findings, and need to be updated to remain impactful. Young persons who usually experiment with smoking often do so by obtaining cigarettes from social sources, and are not exposed to the health warnings displayed on packaging. Additionally, not all tobacco product packages in Canada are subject to labelling requirements, resulting in Canada not being fully compliant with its tobacco labelling obligations under Article 11 of the World Health Organization's *Framework Convention on Tobacco Control*.

Health Canada is proposing new measures that would renew health-related messages, extend health warning and toxicity information labelling requirements to all tobacco product packages, and introduce a new placement for health information messages on cigarette packages. The proposal would introduce text health warnings on individual cigarettes, little cigars that have a filter, and tubes. The proposal would also standardize the minimum health warning size to 75% of the display area, as well as introduce a rotation scheme and an ambulatory incorporation by reference of the Source Document.

For a plain language summary of the proposal, please refer to the [Backgrounder](#).

Health Canada is seeking your feedback on the draft Order and Regulations during the consultation that will close on **August 25, 2022**.

You can participate in the consultation by sending a submission by email to:

Manager, Tobacco Product Labelling
Tobacco Products Regulatory Office
Tobacco Control Directorate
Controlled Substances and Cannabis Branch
Health Canada
Email: pregs@hc-sc.gc.ca