



Application to use Health Canada's health-related messages for tobacco product packages

All fields marked by an asterisk (*) must be completed

APPLICANT INFORMATION	
(*) Complete Name: Title (Mr., Mrs., Ms., Dr.), First Name and Last Name	
Organization (if applicable)	
(*) Address	
City / Town	Province / State
Postal / Zip Code	Country (if not Canada)
(*) Telephone N°.	(*) E-mail Address
Web Site Address (if applicable)	
(*) If permission is granted, person/organization in whose name permission is to be issued	
<input type="checkbox"/> Individual named above <input type="checkbox"/> Organization named above <input type="checkbox"/> Other	

INFORMATION ON THE APPLICANT'S WORK	
(*) Intent of use of the health-related messages (context in which it will be used)	
(*) Title of the work	
(*) Format(s) in which the work will be produced	
<input type="checkbox"/> Paper <input type="checkbox"/> Internet <input type="checkbox"/> DVD <input type="checkbox"/> Video / Film <input type="checkbox"/> CD-ROM <input type="checkbox"/> Other	
(*) Number of copies to be printed / produced <u>OR</u> specific URL(s) for Web page(s) where your work will be published	
(*) Expected date of publication of the work	
Date	Month / Day / Year

(*) End Use			
<input type="checkbox"/> Commercial	<input type="checkbox"/> Non-Commercial	<input type="checkbox"/> Educational / Education	<input type="checkbox"/> Free Distribution
<input type="checkbox"/> Advertising / Promotion	<input type="checkbox"/> Tobacco product packaging (other countries)		
<input type="checkbox"/> Other (please specify)			
(*) Commercial sale price to end-users (if applicable)			
OR			
Price to end-users for works produced on a cost-recovery basis			
(*) Target Audience			
<input type="checkbox"/> General Public	<input type="checkbox"/> Health Professional		
<input type="checkbox"/> Students	<input type="checkbox"/> Other (please specify)		
<input type="checkbox"/> Elementary			
<input type="checkbox"/> High School			
<input type="checkbox"/> Collegiate / University			
(*) Territory where your work will be distributed			
<input type="checkbox"/> Canada	<input type="checkbox"/> World-wide	<input type="checkbox"/> Other (please specify)	

TITLE OF HEALTH CANADA WORK
<input type="checkbox"/> Appendix A for Health Warning Messages for Cigarettes, and Cigarette Tobacco
<input type="checkbox"/> Appendix B for Health Warning Messages for Little Cigars
<input type="checkbox"/> Appendix C for Health Warning Messages for Cigars, Pipe Tobacco, and Chewing Tobacco and Snuff
<input type="checkbox"/> Appendix D for Health Information Messages
<input type="checkbox"/> Appendix E for Toxicity Information

RESPONSE
I would appreciate receiving a response by
Date Month / Day / Year

OTHER
Have you previously received approval to use Health Canada's health warning messages, health information messages or toxicity information for tobacco product packages?
<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, provide previous approval date and name of licensee (if available).
Date Month / Day / Year Name of licensee

(*) A copy of your work must be submitted to Health Canada once it has been produced to:

Tobacco Products Regulatory Office
Tobacco Labelling
Tobacco Control Directorate
2nd Floor, Main Stats Building, Suite 2600A
150, Tunney's Pasture Driveway, Tunney's Pasture
Ottawa, Ontario
K1A 0K9
E-mail: pregs@hc-sc.gc.ca

Please address all correspondence by e-mail to:

Tobacco Products Regulatory Office
Tobacco Labelling
Tobacco Control Directorate
Health Canada
E-mail: pregs@hc-sc.gc.ca

Appendix A
Health Warning Messages for Cigarettes, and Cigarette Tobacco (* Selection of pictures to be used:
ROTATION 1
<input type="checkbox"/> Cigarettes damage your heart (Image: open heart surgery)
<input type="checkbox"/> Cigarettes cause tongue cancer (Image: tumor on side of tongue)
<input type="checkbox"/> Gangrene (Image: foot with blackened toe)
<input type="checkbox"/> Cigarettes are the leading cause of Chronic Obstructive Pulmonary Disease (COPD) (Image: healthy lung versus lung with COPD)
<input type="checkbox"/> Cigarette smoke harms babies before and after they are born (Image: baby in incubator)
<input type="checkbox"/> Second-hand smoke kills (Image: open chest with grey organs exposed)
<input type="checkbox"/> Cigarettes cause stomach cancer (Image: diagram of organ system)
<input type="checkbox"/> Cigarettes cause gum disease (Image: mouth with gray and damaged teeth)
<input type="checkbox"/> Impotence (Image: curved cigarette)
<input type="checkbox"/> Cigarettes cause bladder cancer (Image: bloody urine in sample cup)
<input type="checkbox"/> Tobacco kills about 48,000 people in Canada each year (Image: toe tag indicating cancer as cause of death)
<input type="checkbox"/> Cigarettes cause neck cancer (Image: large tumor on side of neck)
I am interested in:
<input type="checkbox"/> Image only <input type="checkbox"/> Text only <input type="checkbox"/> Both – image and text
N.B. Please note that Health Canada does not own the copyright to the images of the following two health warning messages not listed above: Lung cancer and Cigarettes cause strokes. You can contact pregs@hc-sc.gc.ca to obtain information regarding the use of these images. Health-related messages in rotation 2 will be available for request as of August 1, 2026.

Appendix B
Health Warning Messages for Little Cigars (* Selection of pictures to be used:
ROTATION 1
<input type="checkbox"/> Tobacco damages your heart (Image: open heart surgery)
<input type="checkbox"/> Tobacco causes tongue cancer (Image: tumor on side of tongue)
<input type="checkbox"/> Gangrene (Image: foot with blackened toe)
<input type="checkbox"/> Tobacco is the leading cause of Chronic Obstructive Pulmonary Disease (COPD) (Image: healthy lung versus lung with COPD)
<input type="checkbox"/> Tobacco smoke harms babies before and after they are born (Image: baby in incubator)
<input type="checkbox"/> Second-hand smoke kills (Image: open chest with grey organs exposed)
<input type="checkbox"/> Tobacco causes stomach cancer (Image: diagram of organ system)
<input type="checkbox"/> Tobacco causes gum disease (Image: mouth with gray and damaged teeth)
<input type="checkbox"/> Impotence (Image: curved cigarette)
<input type="checkbox"/> Tobacco causes bladder cancer (Image: bloody urine in sample cup)
<input type="checkbox"/> Tobacco kills about 48,000 people in Canada each year (Image: toe tag indicating cancer as cause of death)
<input type="checkbox"/> Tobacco causes neck cancer (Image: large tumor on side of neck)
I am interested in:
<input type="checkbox"/> Image only <input type="checkbox"/> Text only <input type="checkbox"/> Both – image and text
N.B. Please note that Health Canada does not own the copyright to the image of the following health warning message not listed above: Tobacco causes strokes. You can contact pregs@hc-sc.gc.ca to obtain information regarding the use of this image. Health-related messages in rotation 2 will be available for request as of August 1, 2026.

Appendix C		
Health Warning Messages for Cigars, Pipe Tobacco, Chewing Tobacco and Snuff (* Selection of pictures to be used:		
ROTATION 1		
Cigars		
<input type="checkbox"/>	Cigars cause lung cancer (Image: open chest with grey organs exposed)	
<input type="checkbox"/>	Cigars cause throat cancer (Image: man with tracheotomy)	
<input type="checkbox"/>	Tongue Cancer (Image: tongue with yellow and pink patches)	
<input type="checkbox"/>	Cigar smoke has the same chemicals as cigarette smoke (Image: cigar smoke forming a skull)	
Pipe Tobacco		
<input type="checkbox"/>	Pipe tobacco causes lung cancer (Image: healthy lung vs unhealthy, grey lung)	
<input type="checkbox"/>	Pipe tobacco causes mouth cancer (Image: cancerous lump on gum)	
<input type="checkbox"/>	Pipe tobacco causes tongue cancer (Image: tumor on side of tongue)	
<input type="checkbox"/>	Pipe tobacco causes mouth cancer (Image: lower portion of a face with part of the jaw missing)	
Chewing Tobacco and Snuff		
<input type="checkbox"/>	This product causes mouth cancer (Image: lower portion of a face with part of the jaw missing)	
<input type="checkbox"/>	This product causes tongue cancer (Image: tumor on side of tongue)	
<input type="checkbox"/>	This product causes mouth cancer (Image: cancerous lump on gum)	
<input type="checkbox"/>	This product is highly addictive (Image: no image)	
I am interested in:		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Image only	Text only	Both – image and text
N.B. Health-related messages in rotation 2 will be available for request as of August 1, 2026.		

Appendix D

Health Information Messages

(*) Selection of pictures to be used:

ROTATION 1

- Thinking about quitting?
(Image: man and woman standing back to back)
- "I quit to save money, but most of the positive effects were on my health."
(Image: Jennifer)
- Baby on the way?
(Image: pacifier)
- Quitting cigarettes improves your skin
(Image: woman looking in mirror)
- When I quit, I will...
(Image: two women and one man)
- Control cravings
(Image: walk, yoga, gardening, bike graphics)
- Cigarettes cost a lot of money
(Image: stack of loonies)
- Quitting cigarettes reduces risk of cervical cancer
(Image: smiling woman with crossed arms)
- Help your heart
(Image: smiling man)
- Cigarettes are highly addictive but you can quit
(Image: smiling man with glasses)
- Expecting to be a father?
(Image: man holding a baby)
- When I quit, I will...
(Image: woman thinking)
- Feeling breathless?
(Image: woman blowing up a balloon)

I am interested in:

- Image only Text only Both – image and text

N.B.

Health-related messages in rotation 2 will be available for request as of August 1, 2026.

Appendix E

Toxicity Information

(*) Selection of text to be used:

ROTATION 1

- There is no safe level of exposure to tobacco smoke.
- Toxic chemicals in tobacco smoke can cause blood clots and strokes.
- Puff after puff, you inhale more than 70 chemicals that can cause cancer.
- There is cadmium in tobacco smoke and in batteries. It can cause lung cancer.
- Children and non-smokers can get sick and die from exposure to tobacco smoke.
- There are toxic chemicals in tobacco smoke. They can harm almost every organ in your body.
- This product contains dozens of chemicals that can cause cancer.
- This product contains nicotine. It is a highly addictive drug.
- This product contains nitrosamines. These toxic chemicals can cause cancer.
- This product contains arsenic, nickel, and cadmium. These chemicals can cause cancer.

N.B.

Health-related messages in rotation 2 will be available for request as of August 1, 2026.