



Health Canada
Santé Canada

Your health and
safety... our priority.

Votre santé et votre
sécurité... notre priorité.

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	
☐ Individual named above ☐ Organization named above ☐ 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		
☐ Paper	☐ Internet	☐ DVD
☐ Video / Film	☐ CD-ROM	☐ 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 ☐ Commercial ☐ Non-Commercial ☐ Educational / Education ☐ Free Distribution ☐ Advertising / Promotion ☐ Tobacco product packaging (other countries) ☐ 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 ☐ General Public ☐ Health Professional ☐ Students ☐ Other (please specify) ☐ Elementary ☐ High School ☐ Collegiate / University	
(*) Territory where your work will be distributed ☐ Canada ☐ World-wide ☐ Other (please specify)	

TITLE OF HEALTH CANADA WORK
☐ Appendix A for Health Warning Messages for Cigarettes
☐ Appendix B for Health Warning Messages for Little Cigars, and Cigarette Tobacco
☐ Appendix C for Health Warning Messages for Cigars, Pipe Tobacco, and Chewing Tobacco and Snuff
☐ Appendix D for Health Information Messages
☐ 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?		
☐ Yes	☐ 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 2 nd 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 (*) Selection of pictures to be used:
ROTATION 1
☐ Cigarettes damage your heart (Image: open heart surgery)
☐ Cigarettes cause tongue cancer (Image: tumor on side of tongue)
☐ Gangrene (Image: foot with blackened toe)
☐ Cigarettes are the leading cause of Chronic Obstructive Pulmonary Disease (COPD) (Image: healthy lung versus lung with COPD)
☐ Cigarette smoke harms babies before and after they are born (Image: baby in incubator)
☐ Second-hand smoke kills (Image: open chest with grey organs exposed)
☐ Cigarettes cause stomach cancer (Image: diagram of organ system)
☐ Cigarettes cause gum disease (Image: mouth with gray and damaged teeth)
☐ Impotence (Image: curved cigarette)
☐ Cigarettes cause bladder cancer (Image: bloody urine in sample cup)
☐ Tobacco kills about 48,000 people in Canada each year (Image: toe tag indicating cancer as cause of death)
☐ Cigarettes cause neck cancer (Image: large tumor on side of neck)
ROTATION 2
☐ Cigarettes have killed more than one million people in Canada since 2000 (Image: child hugging intubated man)
☐ Cigarettes are a major cause of stroke (Image: stroke victim being helped out of a wheelchair)
☐ Cigarettes are the main cause of lung cancer (Image: healthy lung compared to a grey, unhealthy lung)
☐ Second-hand smoke hurts everyone (Image: baby surrounded by smoke)
☐ Cigarettes cause mouth cancer (Image: lower portion of a face with part of the jaw missing)
☐ Cigarettes cause throat cancer (Image: man with tracheotomy)
☐ Tongue cancer (Image: tongue with yellow and pink patches)
☐ Cigarette smoke harms babies (Image: pregnant woman surrounded by smoke)
☐ Cigarettes cause heart disease (Image: bruised scar on chest from surgery)

☐ Cigarettes cause colon cancer (Image: cancer in colon vs healthy colon)		
☐ Cigarettes cause kidney cancer (Image: bloody urine in toilet)		
☐ Cigarette smoke contains more than 7,000 chemicals (Image: graphic of brain, heart and blood vessels blowing smoke)		
I am interested in:		
☐ Image only	☐ Text only	☐ Both – image and text
N.B. Please note that Health Canada does not own the copyright to the images of the following three health warning messages not listed above: Lung cancer, Cigarettes cause strokes and Cigarettes are highly addictive. You can contact pregs@hc-sc.gc.ca to obtain information regarding the use of these images.		

Appendix B
Health Warning Messages for Little Cigars, and Cigarette Tobacco
(*) Selection of pictures to be used:
ROTATION 1
☐ Tobacco damages your heart (Image: open heart surgery)
☐ Tobacco causes tongue cancer (Image: tumor on side of tongue)
☐ Gangrene (Image: foot with blackened toe)
☐ Tobacco is the leading cause of Chronic Obstructive Pulmonary Disease (COPD) (Image: healthy lung versus lung with COPD)
☐ Tobacco smoke harms babies before and after they are born (Image: baby in incubator)
☐ Second-hand smoke kills (Image: open chest with grey organs exposed)
☐ Tobacco causes stomach cancer (Image: diagram of organ system)
☐ Tobacco causes gum disease (Image: mouth with gray and damaged teeth)
☐ Impotence (Image: curved cigarette)
☐ Tobacco causes bladder cancer (Image: bloody urine in sample cup)
☐ Tobacco kills about 48,000 people in Canada each year (Image: toe tag indicating cancer as cause of death)
☐ Tobacco causes neck cancer (Image: large tumor on side of neck)
ROTATION 2
☐ Tobacco has killed more than one million people in Canada since 2000 (Image: child hugging intubated man)
☐ Tobacco is a major cause of stroke (Image: stroke victim being helped out of a wheelchair)
☐ Tobacco is the main cause of lung cancer (Image: healthy lung compared to a grey, unhealthy lung)
☐ Second-hand smoke hurts everyone (Image: baby surrounded by smoke)
☐ Tobacco causes mouth cancer (Image: lower portion of a face with part of the jaw missing)
☐ Tobacco causes throat cancer (Image: man with tracheotomy)
☐ Tongue cancer (Image: tongue with yellow and pink patches)
☐ Tobacco smoke harms babies (Image: pregnant woman surrounded by smoke)
☐ Tobacco causes heart disease (Image: bruised scar on chest from surgery)

☐ Tobacco causes colon cancer (Image: cancer in colon vs healthy colon)		
☐ Tobacco causes kidney cancer (Image: bloody urine in toilet)		
☐ Tobacco smoke contains more than 7,000 chemicals (Image: graphic of brain, heart and blood vessels blowing smoke)		
I am interested in:		
☐ Image only	☐ Text only	☐ 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.		

Appendix C
Health Warning Messages for Cigars, Pipe Tobacco, Chewing Tobacco and Snuff (*) Selection of pictures to be used:
ROTATION 1
Cigars
☐ Cigars cause lung cancer (Image: open chest with grey organs exposed)
☐ Cigars cause throat cancer (Image: man with tracheotomy)
☐ Tongue Cancer (Image: tongue with yellow and pink patches)
☐ Cigar smoke has the same chemicals as cigarette smoke (Image: cigar smoke forming a skull)
Pipe Tobacco
☐ Pipe tobacco causes lung cancer (Image: healthy lung vs unhealthy, grey lung)
☐ Pipe tobacco causes mouth cancer (Image: cancerous lump on gum)
☐ Pipe tobacco causes tongue cancer (Image: tumor on side of tongue)
☐ Pipe tobacco causes mouth cancer (Image: lower portion of a face with part of the jaw missing)
Chewing Tobacco and Snuff
☐ This product causes mouth cancer (Image: lower portion of a face with part of the jaw missing)
☐ This product causes tongue cancer (Image: tumor on side of tongue)
☐ This product causes mouth cancer (Image: cancerous lump on gum)
☐ This product is highly addictive (Image: no image)
ROTATION 2
Cigars
☐ Cigars cause lung cancer (Image: healthy lung vs unhealthy, grey lung)
☐ Cigars cause neck cancer (Image: large tumor on side of neck)
☐ Cigars cause tongue cancer (Image: tumor on side of tongue)
☐ Cigars cause mouth cancer (Image: lower portion of a face with part of the jaw missing)
Pipe Tobacco
☐ Pipe tobacco causes lung cancer (Image: open chest with grey organs exposed)
☐ Tongue Cancer (Image: tongue with yellow and pink patches)

☐ Pipe tobacco causes mouth cancer (Image: removed portion of jaw bone)		
☐ Pipe tobacco smoke has the same chemicals as cigarette smoke (Image: pipe smoke forming a skull)		
Chewing Tobacco and Snuff		
☐ Tongue cancer (Image: tongue with yellow and pink patches)		
☐ This product causes gum disease (Image: mouth with gray and damaged teeth)		
☐ This product can cause cancer (Image: no image)		
☐ This product causes mouth cancer (Image: removed portion of jaw bone)		
I am interested in:		
☐ Image only	☐ Text only	☐ Both – image and text

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)
ROTATION 2
☐ Benefits of quitting at any age (Image: man and woman walking a dog)
☐ Quitting cigarettes will... (Image: graphic of a piggy bank and man and woman lunging)
☐ Trying to quit? Stay strong (Image: hand holding weight)
☐ Quitting cigarettes improves your skin (Image: man looking in mirror)
☐ Quitting improves women's health (Image: two women smiling)
☐ Baby on the way? (Image: pregnant woman holding her belly)
☐ Keep quitting (Image: man walking away from smoke towards fresh air)

☐ Quitting cigarettes reduces risk of diabetes (Image: man taking a blood glucose test)		
☐ Save your lungs (Image: smiling woman)		
☐ Cigarettes are highly addictive but quitting is possible (Image: couple embracing)		
☐ Quitting cigarettes is liberating (Image: silhouette of a woman)		
☐ When I quit, I will... (Image: two men holding hands)		
☐ Protect your sexual health (Image: man blowing up a balloon)		
I am interested in:		
☐ Image only	☐ Text only	☐ Both – image and text

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.
ROTATION 2
☐ There is hydrogen cyanide in tobacco smoke. It damages the cleaning system of your lungs, allowing harmful chemicals to build up.
☐ Tobacco smoke can damage your eyes. It can lead to blindness.
☐ 10 drags per smoke x 10 smokes a day. That means harmful chemicals enter your body 36,500 times a year.
☐ Toxic chemicals in tobacco smoke enter your blood. They can damage your whole body.
☐ There are toxic chemicals in tobacco smoke. Many can cause cancer.
☐ Cigarette filters do not keep toxic smoke out of your body.
☐ Little cigar filters do not keep toxic smoke out of your body.
☐ This product contains chemicals that can cause cancer.
☐ Your mouth absorbs the nicotine in this product. It is the drug that causes addiction.
☐ This product contains toxic chemicals. They can cause cancer in your mouth.
☐ This product contains cadmium. This toxic chemical is also found in batteries.