



Graphic warnings for cigarette packets

Warning: the images below are graphic in nature

Warning	Image
<p>Smoking causes heart attacks</p> <p>KA PĀ MAI NGĀ MANAWA-HĒ I TE KAI PAIPA</p>	 <p>The image shows a graphic warning for heart attacks. On the left is a vertical yellow banner with the word 'WARNING' in large black letters and the text 'Smoking causes heart attacks.' below it. To the right are two cigarette pack variants. The top variant has a yellow header with 'SMOKING CAUSES HEART ATTACKS' in black, followed by a photograph of a human heart being operated on with surgical instruments. Below the photo is a dark green footer with 'Brand' and 'Variant 20'. The bottom variant has a yellow header with 'SMOKING CAUSES HEART ATTACKS' in black, followed by the Māori text 'KA PĀ MAI NGĀ MANAWA-HĒ I TE KAI PAIPA' in white. Below that is the same heart surgery photograph. A yellow text box below the photo states: 'Smokers are more likely to have heart attacks than non-smokers. Many smokers who have heart attacks will die from them.' Below this is the 'Quitline' logo and contact information: 'For support to quit call 0800 778 778 or visit www.quit.org.nz'. At the bottom is a dark green footer with 'You can quit smoking' in white.</p>
<p>Smoking causes over 80% of lung cancers</p> <p>NEKE ATU I TE 80% O NGĀ MATE PUKUPUKU KI NGĀ PŪKAHUKAHU I AHU MAI I TE KAI PAIPA</p>	 <p>The image shows a graphic warning for lung cancers. On the left is a vertical yellow banner with the word 'WARNING' in large black letters and the text 'Tobacco smoke contains many poisonous chemicals that cause lung cancer.' below it. To the right are two cigarette pack variants. The top variant has a yellow header with 'SMOKING CAUSES OVER 80% OF LUNG CANCERS' in black, followed by a photograph of a human lung with a large, dark, irregular tumor. Below the photo is a dark green footer with 'Brand' and 'Variant 20'. The bottom variant has a yellow header with 'SMOKING CAUSES OVER 80% OF LUNG CANCERS' in black, followed by the Māori text 'NEKE ATU I TE 80% O NGĀ MATE PUKUPUKU KI NGĀ PŪKAHUKAHU I AHU MAI I TE KAI PAIPA' in white. Below that is the same lung tumor photograph. A yellow text box below the photo states: 'Over 80% of lung cancers are caused by smoking. Most people diagnosed with lung cancer will die from it.' Below this is the 'Quitline' logo and contact information: 'For support to quit call 0800 778 778 or visit www.quit.org.nz'. At the bottom is a dark green footer with 'You can quit smoking' in white.</p>

Smoking harms your baby before it is born
 KA TŪKINOHIA TŌ PĒPI I TŌ KŌPŪ I TE KAI PAIPA

WARNING
 Smoking increases the risk of premature birth, stillbirth and infant death.

SMOKING HARMS YOUR BABY BEFORE IT IS BORN



Brand
 Variant 20

SMOKING HARMS YOUR BABY BEFORE IT IS BORN
 KA TŪKINOHIA TŌ PĒPI I TŌ KŌPŪ I TE KAI PAIPA



Smoking greatly increases the risk of babies being born too small, too early or stillborn.


Quitline For support to quit call 0800 778 778 or visit www.quit.org.nz

You can quit smoking

Your smoking harms others
 KA TŪKINOHIA ĒTAHI ATU I Ō MAHI KAI PAIPA

WARNING
 Tobacco smoke contains many poisonous chemicals that cause serious illnesses in children.

YOUR SMOKING HARMS OTHERS



Brand
 Variant 20

YOUR SMOKING HARMS OTHERS
 KA TŪKINOHIA ĒTAHI ATU I Ō MAHI KAI PAIPA



Children exposed to smoking are more likely to suffer from ear infections, breathing problems and asthma. Babies exposed to smoking are much more likely to die suddenly.


Quitline For support to quit call 0800 778 778 or visit www.quit.org.nz

You can quit smoking

Smoking is a major cause of stroke
 KA PIKI AKE I TE KAI PAIPA TŌ TŪPONO KI TE IKURA RORO

WARNING
 Tobacco smoke contains many poisonous chemicals that cause strokes.

SMOKING IS A MAJOR CAUSE OF STROKE



Brand
 Variant 20

SMOKING IS A MAJOR CAUSE OF STROKE
 KA PIKI AKE I TE KAI PAIPA TŌ TŪPONO KI TE IKURA RORO



People who smoke are more likely to suffer a stroke. Many people die or are severely disabled by strokes.


Quitline For support to quit call 0800 778 778 or visit www.quit.org.nz

You can quit smoking

Smoking damages your blood vessels
 KA TŪKINOHIA Ō IA TOTO I TE KAI PAIPA

WARNING
 Poisonous chemicals in tobacco smoke damage your blood vessels and make you more likely to need amputations.

SMOKING DAMAGES YOUR BLOOD VESSELS



Brand
 Variant 20

SMOKING DAMAGES YOUR BLOOD VESSELS
 KA TŪKINOHIA Ō IA TOTO I TE KAI PAIPA



Smoking harms your blood vessels. Smokers are more likely to get gangrene and need amputations.

Quitline For support to quit call 0800 778 778 or visit www.quit.org.nz

You can quit smoking

Smoking is not attractive
 KA ANUANU KOE I TE KAI PAIPA

WARNING
 Tobacco smoke contains many poisonous chemicals that harm your appearance as well as your health.

SMOKING IS NOT ATTRACTIVE



Brand
 Variant 20

SMOKING IS NOT ATTRACTIVE
 KA ANUANU KOE I TE KAI PAIPA



Smoking harms your health and damages your appearance. Smoking causes your skin to wrinkle and age quickly.


Quitline For support to quit call 0800 778 778 or visit www.quit.org.nz

You can quit smoking

Smoking causes heart attacks
 KA PĀ MAI NGĀ MANAWA-HĒ I TE KAI PAIPA

WARNING
 Smoking causes heart attacks.

SMOKING CAUSES HEART ATTACKS



Brand
 Variant 20

SMOKING CAUSES HEART ATTACKS
 KA PĀ MAI NGĀ MANAWA-HĒ I TE KAI PAIPA



Smokers are more likely to have heart attacks than non-smokers. Many smokers who have heart attacks will die from them.


Quitline For support to quit call 0800 778 778 or visit www.quit.org.nz

You can quit smoking

Smoking causes lung cancer
 KA PĀ MAI TE
 MATE PUKUPUKU
 KI NGĀ
 PŪKAHUKAHU I TE
 KAI PAIPA

WARNING
 Tobacco smoke contains many
 poisonous chemicals that
 cause lung cancer.

**SMOKING
 CAUSES
 LUNG CANCER**



Brand
 Variant 20

**SMOKING CAUSES
 LUNG CANCER**
 KA PĀ MAI TE MATE PUKUPUKU KI
 NGĀ PŪKAHUKAHU I TE KAI PAIPA



Smoking causes most lung cancers in New Zealand. Most people diagnosed with lung cancer will die from it.

Quitline For support to quit call 0800 776 776
 or visit www.quit.org.nz

You can quit smoking

Smoking when
 pregnant harms your
 baby
 KA TŪKINOHIA TŌ
 PĒPI I TE KAI PAIPA
 I A KOE E HAPŪ
 ANA

WARNING
 Tobacco smoke contains
 many poisonous chemicals
 that harm unborn babies.

**SMOKING WHEN
 PREGNANT HARMS
 YOUR BABY**



Brand
 Variant

**SMOKING WHEN PREGNANT
 HARMS YOUR BABY**
 KA TŪKINOHIA TŌ PĒPI I TE KAI
 PAIPA I A KOE E HAPŪ ANA



Smoking during pregnancy poisons your baby and increases the chance of sudden death. Quit now and protect your baby.

Quitline For support to quit call 0800 776 776
 or visit www.quit.org.nz

You can quit smoking

Your smoking harms
 children
 KA TŪKINOHIA
 NGĀ TAMARIKI I Ō
 MAHI KAI PAIPA

WARNING
 Tobacco smoke contains
 many poisonous chemicals
 that harm children.

**YOUR SMOKING
 HARMS CHILDREN**



Brand
 Variant 20

**YOUR SMOKING
 HARMS CHILDREN**
 KA TŪKINOHIA NGĀ
 TAMARIKI I Ō MAHI KAI PAIPA



Secondhand smoke is harmful. Smoking around your children makes them more likely to suffer from serious and potentially fatal diseases like meningitis, pneumonia and asthma.


Quitline For support to quit call 0800 776 776
 or visit www.quit.org.nz

You can quit smoking

Smoking is a major cause of stroke
 KA PIKI AKE I TE KAI PAIPA TŌ TŪPONO KI TE IKURA RORO

WARNING
 Tobacco smoke contains many poisonous chemicals that cause strokes.

SMOKING IS A MAJOR CAUSE OF STROKE



Brand
 Variant 20

SMOKING IS A MAJOR CAUSE OF STROKE
 KA PIKI AKE I TE KAI PAIPA TŌ TŪPONO KI TE IKURA RORO



People who smoke are more likely to suffer a stroke. Many people die or are severely disabled by strokes.

Quitline For support to quit call 0800 778 778 or visit www.quit.org.nz

You can quit smoking

Quit before it is too late
 ME WHAKAMUTU KEI RIRO KOE

WARNING
 Tobacco smoke contains many poisonous chemicals that cause fatal heart attacks and lung diseases.

QUIT BEFORE IT IS TOO LATE



Brand
 Variant 20

QUIT BEFORE IT IS TOO LATE
 ME WHAKAMUTU KEI RIRO KOE



Many people who smoke develop heart and lung disease and suffer a reduced quality of life. Quit now and save your life.


Quitline For support to quit call 0800 778 778 or visit www.quit.org.nz

You can quit smoking

Smoking causes gum disease and stinking breath
 KA PĀ TE MATE PŪNIHO, KA HAUNGA TŌ HĀ I TE KAI PAIPA

WARNING
 Tobacco smoke contains many poisonous chemicals that cause stinking breath and tooth loss.

SMOKING CAUSES GUM DISEASE AND STINKING BREATH



Brand
 Variant 20

SMOKING CAUSES GUM DISEASE AND STINKING BREATH
 KA PĀ TE MATE PŪNIHO, KA HAUNGA TŌ HĀ I TE KAI PAIPA



Smoking damages your gums. Smoking can destroy the gum, bones and tissue supporting your teeth and lead to tooth loss.

Quitline For support to quit call 0800 778 778 or visit www.quit.org.nz

You can quit smoking