

Implementation date and additional rounds

2012, 2013 and 2014

Tobacco products package coverage and location

Graphic health warnings are required to cover the bottom 60% of the front and 60% of the back of the package. Overall, 60% of the package space is allocated to health warnings.

Misleading information

Misleading descriptors such as ‘filter plus,’ ‘low in tar,’ ‘light,’ ‘ultra light,’ and ‘smooth,’ and figures for emission yields (including tar, nicotine, and carbon monoxide) are prohibited from appearing on packages.

Constituents and emissions information

A single message is required to display qualitative (descriptive) constituents and emissions information on one lateral side.

Special notes

Legislation applies to all tobacco products (combusted and smokeless) including electronic cigarettes, without specifying the content of the warnings for each type of tobacco.

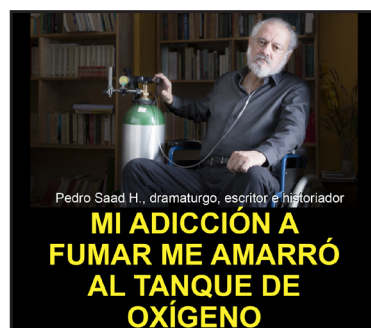
Rotation schedule, history, language, and help for smoking cessation

Ecuador has produced three rounds of graphic health warning labels:

Round (Year)	Number	Size (%) [average— front/back]
R1 (2012)	6	60— 60/60
R2 (2013)	6	60— 60/60
R3 (2014)	6	60— 60/60

Warnings within each round are required to be rotated for a period of 12 months. Warning texts must be in Spanish, the principal language of the country.

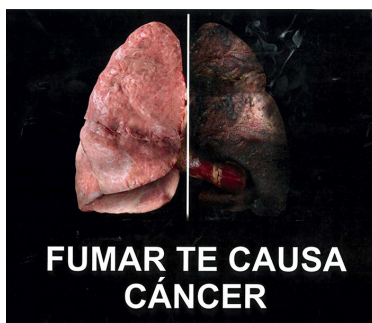
WARNINGS: 2014



WARNINGS: 2013



**FUMAR TE CAUSA
GANGRENA**



**FUMAR TE CAUSA
CÁNCER**



**FUMAR TE
ENVENENA**



**FUMAR AFECTA
TU ECONOMÍA**



**SI FUMAS
APESTAS**



**FUMAR TE CAUSA
IMPOTENCIA SEXUAL**

WARNINGS: 2012



**FUMAR INTOXICA
AL BEBÉ, CAUSA
PARTOS PREMATUROS
Y MUERTE**



**NO PERMITAS QUE EL
HUMO DEL TABACO
INTOXIQUE A TUS HIJOS**



**FUMAR DESTRUYE
TU DENTADURA Y
TU BOCA**



**FUMAR TE CAUSA
UNA MUERTE LENTA
Y DOLOROSA**



**FUMAR TE CAUSA
IMPOTENCIA SEXUAL**



**FUMAR TE ARRUGA Y
DAÑA TU PIEL**