Tobacco Control Policy Fact Sheet

Denmark: Packaging & Labeling

Health Warnings/Messages Features

Smoked Tobacco Products	
Type of Warnings	Pictures (Photos) , Text Warnings/Messages
On front and back of packages	Yes
% of principal display areas covered	65%
Rotation required?	Yes
Number of messages	14

Smokeless Tobacco Products	
Type of Warnings	Text Warnings/Messages
% of principal display areas covered	30%
Rotation required?	No
Number of messages	1

Definitions of Key Terms - Alignment with the FCTC and its guidelines

	Aligns	Does not align	N/A
Tobacco Product	■		
Outside Packaging and Labeling	■		
Unit Packet	■		
Health Warning	■		
Combined Health Warnings	■		

Penalties

	Yes	No
Manufacturer	■	
Importer	■	
Wholesaler	■	
Retailer	■	
Other	■	

Other Packaging and Labeling Requirements

	Required	Some Restrictions	Not Required	Uncertain	N/A
Health warnings required on unit packaging (e.g., packs)	■				
Health warnings required on outside packaging and labeling (e.g., cartons)	■				
Health warning text must be in the principal language(s) of the country	■				
A requirement that warnings or messages may not be placed where they may be permanently damaged or concealed when opening the pack	■				
A requirement that tax stamps or other required markings may not be placed where they may conceal warnings or messages	■				
A requirement to display qualitative (descriptive) constituents and emissions messages	■				
Prohibition on the display of figures for emission yields (including tar, nicotine, and carbon monoxide)	■				
Plain or standardized packaging	■				
Prohibition on misleading tobacco packaging & labeling including terms, descriptors, trademarks, figurative or other signs (logos, colors, images that directly create a false impression that a tobacco product is less harmful than other tobacco products)	■				

Content of the Warnings/Messages

	Yes	No
Health Impacts	■	
Advice on cessation (e.g., the benefits of cessation or steps to take to stop smoking)	■	
Addictive nature of tobacco	■	
Adverse economic and social outcomes	■	
Impact of tobacco use on friends and family	■	
Quitline phone number and/or website	■	

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