

# PRESENCE OF MANUFACTURER 'HEALTH WARNING' RELATED CONTENT ON INDONESIA E-CIGARETTE PACKAGING

## BACKGROUND

In 2021, six million adults in Indonesia used e-cigarettes in the past 30 days. In 2024, Indonesia passed a law mandating that health warning labels (HWLs) cover 50% of all tobacco packs (including e-cigarettes) along with plain packaging. The law is scheduled to enter into force in July 2026.

In the meantime, manufacturers have placed their own unregulated warnings/health messages on products, to make a case against the need for a mandated health warning policy.

This study examined the presence and nature of voluntary warning-related content on Indonesia e-cigarette packaging.

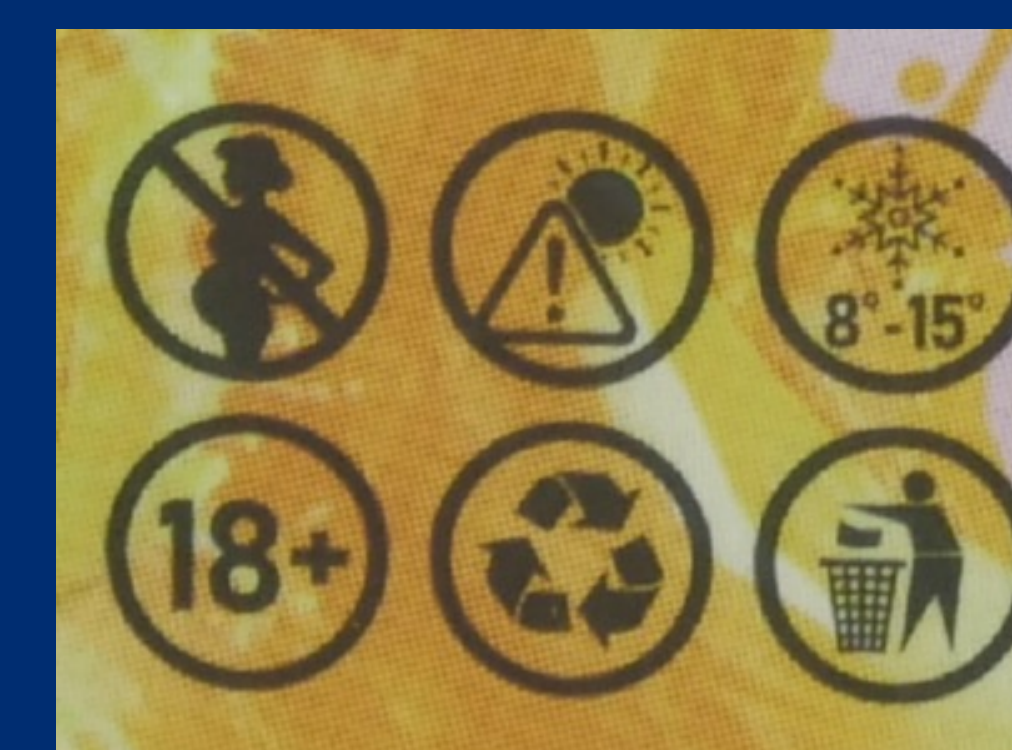
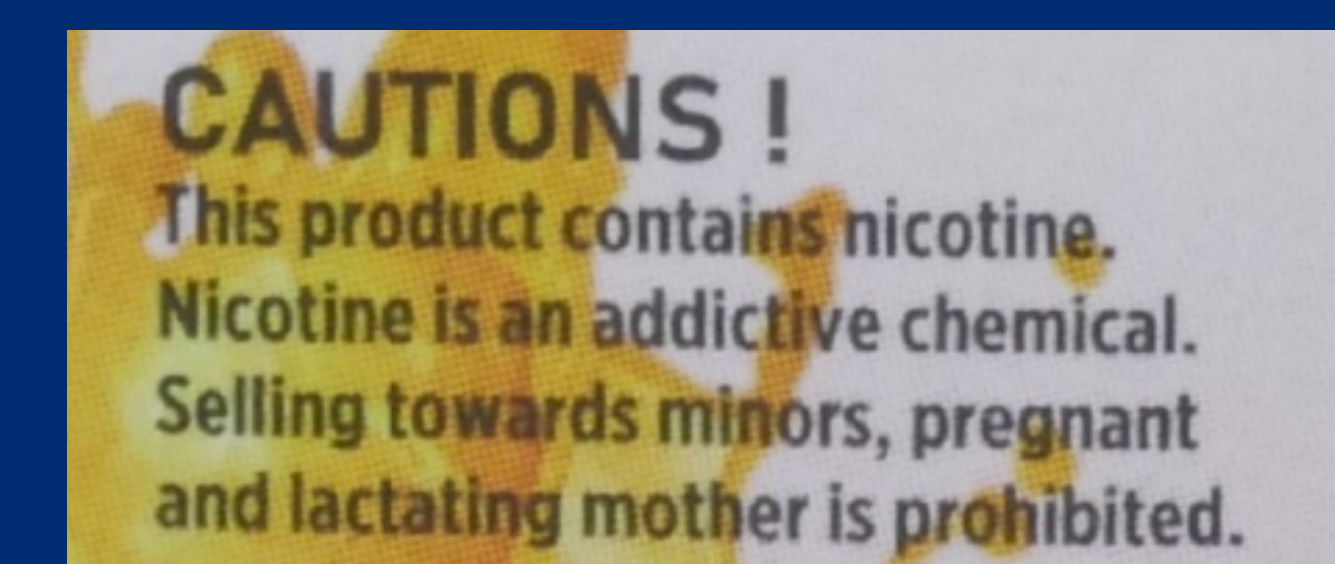
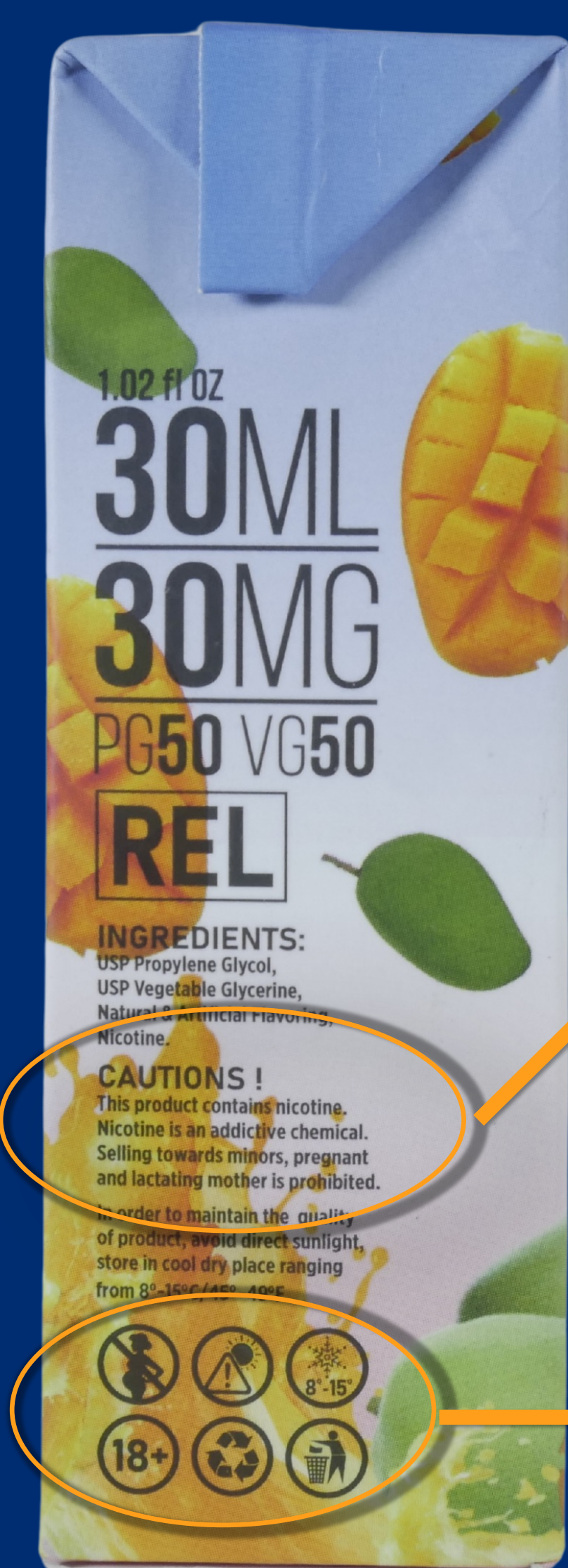
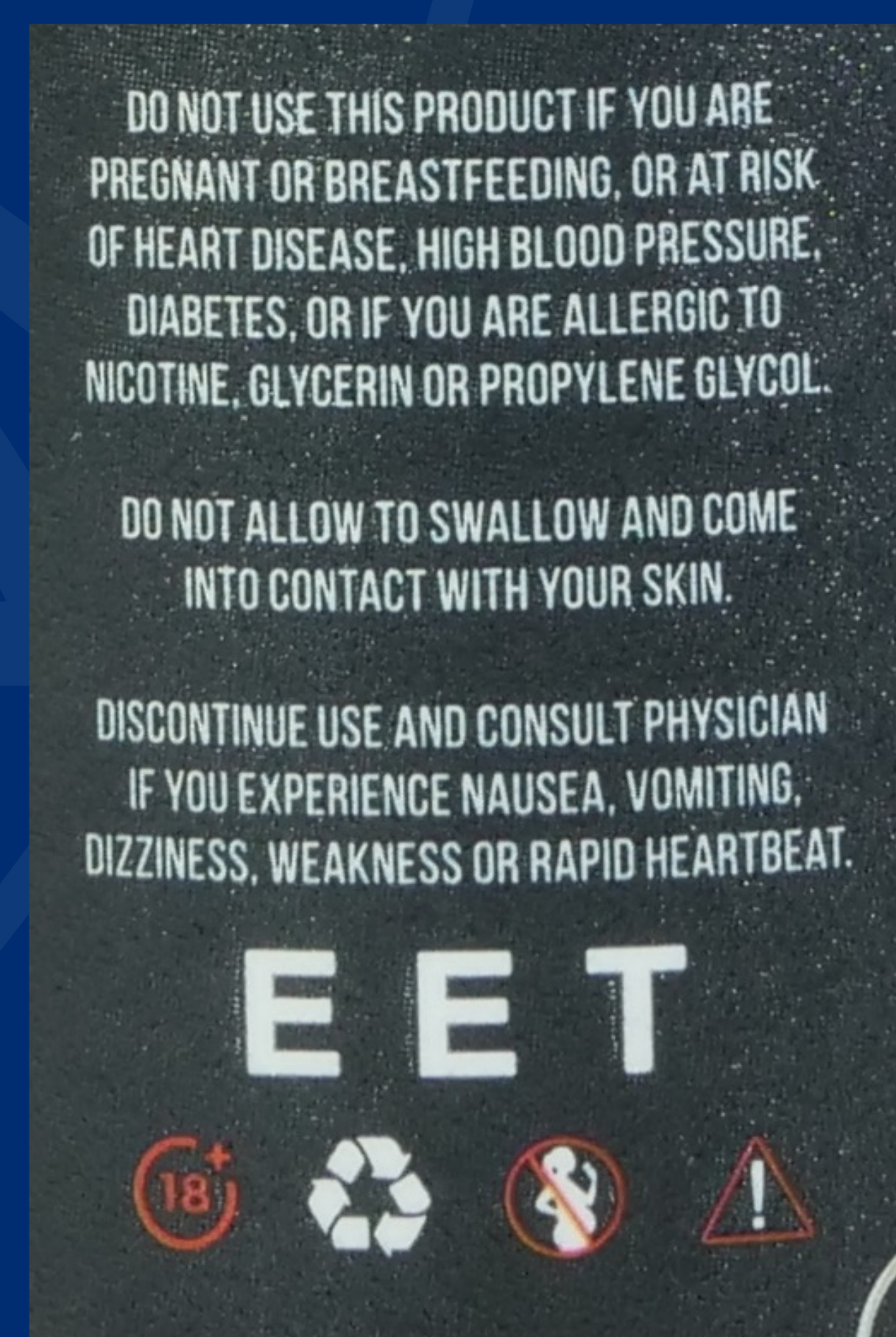
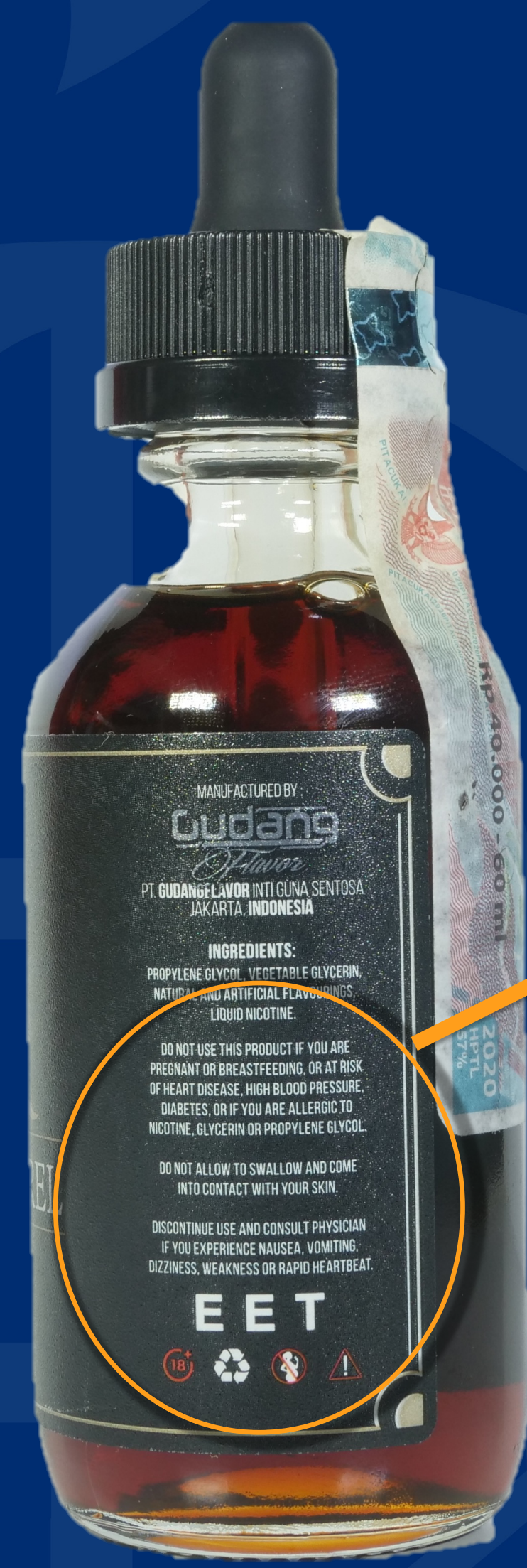
## METHODS

Using the TPackSS (Tobacco Pack Surveillance System) systematic protocol, we purchased 825 unique e-cigarette products in Jakarta, Medan, and Surabaya, in 2022.

Packaging was systematically coded for the presence of any content related to health or use risk.

Warnings were reviewed and characterized into broad content categories.

# VOLUNTARY WARNINGS ON INDONESIA E-CIGARETTE PACKAGING DO NOT ADHERE TO BEST PRACTICES



Learn more about the Tobacco Pack Surveillance System (TPackSS)

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	Tobacco industry	E-cigarette & nicotine product industry	Pharma industry
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Competing Interests: Dr. Cohen was a paid consultant in litigation against a tobacco company.

## RESULTS

99.6% of packs (n= 822) contained at least one type of voluntary warning:

- 94% (n=773) displayed both icon and text warnings
- 4% (n=32) had icon-only warnings
- 2% (n=17) had text-only warnings
- No packs had graphic warnings

Themes included:

- nicotine addictiveness
- age restriction for product use
- risk to children and pets
- poison warnings
- warnings for pregnant or breastfeeding women

Warnings on nicotine addictiveness and age restrictions were most common. Voluntary warnings were often printed in English, very small, and on the back or side of packaging.

## CONCLUSIONS

The content and presentation of voluntary warnings placed by manufacturers on e-cigarettes sold in Indonesia does not align with global best practices, which call for large, prominent warnings in the local language with graphic images. With ongoing attempts to dilute new packaging provisions prior to implementation, these findings stress the need for Indonesian policymakers to commit to implementing the strong graphic HWLs stipulated in the law.

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