



Pakistan increased the cigarette health warning label (HWL) coverage from 40% to 60% in June 2019. In December 2019, TPackSS systematically collected unique cigarette packs in Islamabad, Karachi, Lahore, Quetta, and Peshawar using a systematic protocol. 175 unique cigarette packs were purchased; 35 of those cigarette packs had the current HWL. Those 35 packs had a price printed on the package that ranged from 62.76 - 173PKR. However, eleven packs were purchased for less than the minimum retail price of 40.50PKR.

Cigarette packs were assessed for compliance with the current HWL policy in place at the time of data collection.



**80%**

of the 35 unique cigarette packs assessed were compliant with all 3 key HWL requirements.

### Warning Size

83% of packs had a pictorial warning that covered 60% of the front and back of the pack.

### Warning Location

97% of packs had a pictorial warning on the top edge of the pack.

### Label Elements

100% of packs had health warning text in Urdu and English.

### Area of Concern

Quality of HWL label images has improved dramatically since 2013. However, variation of background color and tint of HWL images remains.

