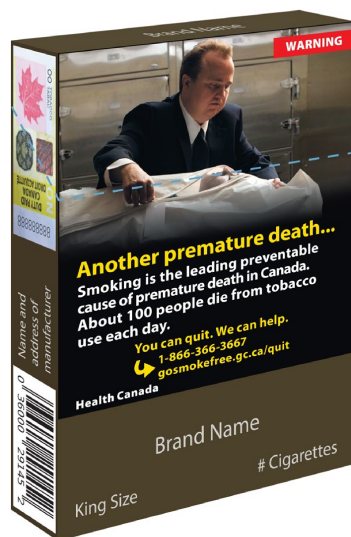
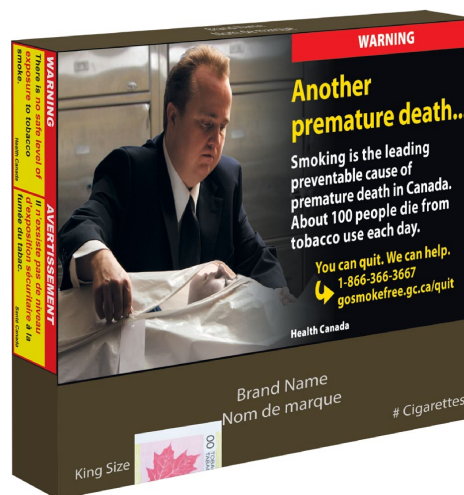


## Canada's plain packaging regulations

- All tobacco product packages must be in a standardized drab brown colour (Pantone 448C)
- No distinctive and attractive features are permitted (packs must be in a matte finish)
- The display of permitted text must be in a standard location, font, colour, and size (e.g., printed in a regular weight and width Lucida Sans Serif font style, without italics, and in Pantone Cool Gray 2C)
- The use of colour descriptors in all brand and variant names is prohibited
- Cigarette sticks must not: be "slim" in width (less than 7.65mm in diameter), be longer than 85mm, have any branding, or have a butt end of the filter that has recesses or is not flat
- Cigarettes are currently sold in a flip top package of 20 or 25 cigarettes
- Slide and shell package of 25 cigarettes to be required as of February 7, 2022 (where sliding the interior pack upwards reveals health messaging).
- Further details can be found on the Health Canada website<sup>28</sup>

**Flip top plain pack (available at the time of the study)****Slide shell pack (required as of February 2022)**

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