

Ireland: 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	38.5
Rotation required?	Yes
Number of messages	16

Smokeless Tobacco Products	
Type of Warnings	Text Warnings/Messages
% of principal display areas covered	16
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	■		

Penalties

	Yes	No
Manufacturer	■	
Importer	■	
Wholesaler	■	
Retailer	■	

Other Packaging and Labeling Requirements

	Required	Some Restrictions	Not Required	Uncertain
Warnings on unit packaging and labeling (e.g. packs)	■			
Warnings on outside packaging and labeling (e.g. cartons)	■			
Warning texts in the principal language(s) of the country	■			
Warnings may not be placed where they may be concealed or damaged when opening the pack	■			
Warnings may not be placed where they may be concealed by tax stamps or other required markings	■			
Qualitative (descriptive) constituents and emissions disclosures			■	
Ban on display of figures for emission yields (including tar, nicotine, etc.)			■	
Plain or standardized packaging			■	
Prohibition on misleading packaging and labeling	■			

Content of the Warnings/Messages

	Yes	No
Health impacts	■	
Advice on cessation	■	
The addictive nature of tobacco	■	
Adverse economic and social outcomes		■
The impact of tobacco use on friends and family	■	
A quitline phone number	■	