

Countries that Have Banned “Light” and “Mild” Descriptors for Cigarettes

Canadian Cancer Society
February 2006

At least 32 countries are known to have specifically banned the misleading “light” and “mild” descriptors for cigarettes. This includes the 25 countries in the European Community, and seven other countries.

1. Australia¹
2. Austria*
3. Belgium*
4. Brazil
5. Cyprus*
6. Czech Republic*
7. Denmark*
8. Estonia*
9. Finland*
10. France*
11. Germany*
12. Greece*
13. Hungary*
14. Iceland
15. Ireland*
16. Israel
17. Italy*
18. Latvia*
19. Lithuania*
20. Luxembourg*
21. Malta*
22. Netherlands*
23. Norway
24. Poland*
25. Portugal*
26. Slovakia*
27. Slovenia*
28. Spain*
29. Sweden*
30. Switzerland
31. United Kingdom*
32. Venezuela

* member of the European Community

¹ Through court-enforceable undertakings between the Australian Competition and Consumer Commission and Philip Morris Ltd., British American Tobacco Australia Limited, and Imperial Tobacco Australia Limited.