

Tobacco Products Appearance, Packaging and Labelling Regulations (TPAPLR)

Smokeless Tobacco Products – Rotation 1

Chewing Tobacco and Snuff, including Snus



Key Messages

- Rotation 1 came into force on August 1, 2023, and will remain in effect until July 31, 2026.
- The health warnings and toxicity information set out in rotation 2 in the source document may be used during the period of 90 days before the day on which rotation 2 applies.

Background

The TPAPLR, under the authority of the *Tobacco and Vaping Products Act* (TVPA), consolidates all appearance, packaging and labelling requirements for tobacco products under a single set of regulations.

Smokeless tobacco products are made of tobacco, water and additives and are sold loose or pre-packaged in a pouch. These products can be placed in the mouth and either chewed or sucked (oral), or inhaled through the nose (nasal).

They come in different forms such as plug, twist or coarsely chopped tobacco, long cut, fine cut or fine powder and snuff. In 2007, the Swedish style of snuff called snus was introduced to the Canadian market.

Select TPAPLR Requirements for Chewing Tobacco and Snuff*

Brand name — no colour or filter characteristic

28 A brand name that is not prohibited by the Act may be displayed in accordance with these Regulations on a primary package and a secondary package, if the brand name does not evoke a colour or a characteristic of a filter.

Text size and style

30 (1) Any brand name that is displayed on a primary package or secondary package must
(b) form only one line of text.

Placement — display area

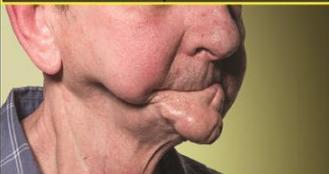
90 (1) A health warning must be displayed on the following display areas:
(d) in the case of any other cylindrical primary package, the exterior surface of the top of the package;
(e) in the case of a primary package that is a pouch or soft package, the exterior surface of the front of the package;

Space occupied

90 (2) The health warning and any attribution of the health warning must occupy at least the following portions of the display area of a package:
(b) in the case of a primary package that contains cigars, other than a cigar tube, or a primary package that contains pipe tobacco, chewing tobacco or snuff, the greater of
(i) 75% of the display area, and
(ii) an area of 4 000 mm²;

***This is a summary of key requirements. For a full list, please consult the TPAPLR.**

Health Warning on Packages Chewing Tobacco and Snuff

WARNING	AVERTISSEMENT
This product causes MOUTH CANCER Health Canada	Ce produit cause le CANCER DE LA BOUCHE Santé Canada
	
gosmokefree.gc.ca/quit 1-866-366-3667 vivezsansfumee.gc.ca/abandon 1 866 JARRETE (1 866 527-7383)	

WARNING	AVERTISSEMENT
This product causes TONGUE CANCER Health Canada	Ce produit cause le CANCER de la LANGUE Santé Canada
	
gosmokefree.gc.ca/quit 1-866-366-3667 vivezsansfumee.gc.ca/abandon 1 866 JARRETE (1 866 527-7383)	

WARNING	AVERTISSEMENT
This product causes mouth cancer Health Canada	Ce produit cause le cancer de la bouche Santé Canada
	
gosmokefree.gc.ca/quit 1-866-366-3667 vivezsansfumee.gc.ca/abandon 1 866 JARRETE (1 866 527-7383)	

WARNING	AVERTISSEMENT
This product is highly addictive Health Canada	Ce produit crée une forte dépendance Santé Canada
gosmokefree.gc.ca/quit 1-866-366-3667 vivezsansfumee.gc.ca/abandon 1 866 JARRETE (1 866 527-7383)	

Toxicity Information Chewing Tobacco and Snuff

TOXICITY INFORMATION	INFORMATION SUR LA TOXICITÉ
This product contains dozens of chemicals that can cause cancer. Health Canada	Ce produit contient des dizaines des substances chimiques qui peuvent causer le cancer. Santé Canada

TOXICITY INFORMATION	INFORMATION SUR LA TOXICITÉ
This product contains nicotine. It is a highly addictive drug. Health Canada	Ce produit contient de la nicotine. Cette substance crée une forte dépendance. Santé Canada

TOXICITY INFORMATION	INFORMATION SUR LA TOXICITÉ
This product contains nitrosamines. These toxic chemicals can cause cancer. Health Canada	Ce produit contient des nitrosamines. Ces substances toxiques peuvent causer le cancer. Santé Canada

TOXICITY INFORMATION	INFORMATION SUR LA TOXICITÉ
This product contains arsenic, nickel, and cadmium. These chemicals can cause cancer. Health Canada	Ce produit contient de l'arsenic, du nickel et du cadmium. Ces substances chimiques peuvent causer le cancer. Santé Canada

Rotation 1 - Health Warnings and Toxicity Information. For full details, please refer to Section F in the Source Document.

Related Resource

More information on Health-related messages can be found at: <https://www.canada.ca/en/health-canada/services/smoking-tobacco/regulating-tobacco-vaping/tobacco/packaging-warnings.html>



The *Tobacco and Vaping Products Act* may be consulted at: <https://laws-lois.justice.gc.ca/eng/acts/t-11.5/FullText.html>



The *Tobacco Products Appearance, Packaging and Labelling Regulations* may be consulted at: <https://laws-lois.justice.gc.ca/eng/regulations/SOR-2019-107/FullText.html>



For more information on the inspection activity conducted at your establishment, please contact the Health Canada regional inspector.

Further questions on the responsibilities of manufacturers, importers and retailers under the TPAPLR can be directed to Health Canada:

By email: tcp.questions-plt@hc-sc.gc.ca
By phone: 1-866-318-1116 (toll free)

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