

Graphic Health Warnings for Cigarettes: What You Need to Know PSA (:30)

As part of the Tobacco Control Act, the U.S. Food and Drug Administration issued a proposed rule on November 10, 2010 that requires new graphic health warnings for cigarette packages and advertisements. Nine new warning labels will help the public understand more clearly and effectively the negative health consequences of smoking.

To learn more about the proposed warnings, visit www.fda.gov/cigarettewarnings.