



Tobacco Pack Surveillance System (TPackSS)

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Collection



14 Countries



44 Cities

528 Neighborhoods



3,328 Tobacco Packs





Indicators

- Brand name
- Price
- Tax stamp
- HWL presence
- Vendor
- Product
- Date of purchase
- Socio-economic status of the area of purchase



The background features a dark purple color with a lighter purple shield-shaped graphic on the left. Inside the shield, there is a stylized flame at the top and a globe with latitude and longitude lines at the bottom. A horizontal light purple band spans the width of the image, containing the word "Analysis" in white, bold, sans-serif font.

Analysis



**Smoking
kills**

ENFISEMA PULMONAR

**Smoking
seriously harms
you and others
around you**

FUMANDO DAÑAS A TU BEBÉ

FUMANDO DAÑAS A TU BEBÉ

**ESTE PRODUCTO
DAÑA AL FETO**

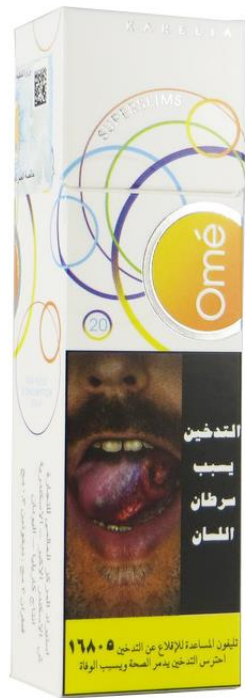




HWC Key Indicators

- Warning location
- Warning size
- Warning color and content
- Warning text size





A stylized logo on the left side of the slide. It features a flame-like shape at the top and a globe-like shape at the bottom, both rendered in a lighter shade of purple. The globe has a grid of latitude and longitude lines. The entire logo is contained within a rounded rectangular frame.

Use of Data

TPackSS: Tobacco Pack Surveillance System

ABOUT

PACK SEARCH

COUNTRIES

PUBLICATIONS

RESOURCES

Search Packs by Country

Keyword Search



PACK SEARCH ▶



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Search Our Packs

Product

- Bidis
- Cigarettes
- Cigarillos
- Kreteks
- Promotional Items

Country

- Bangladesh
- Brazil
- China
- Egypt
- India
- Indonesia
- Mexico
- Pakistan
- Philippines
- Russian Federation

Brand

- 0 - 9
- A - E
- F - J
- K - O
- P - T
- U - Z

Collection Year

- 2013

Search Our Packs

Keyword Search



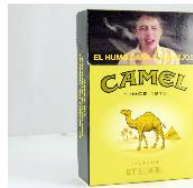
Your Choices

Camel Cigarettes Mexico

Showing 1 - 12 of 26 Results

Results per page: 12

1 | 2 | 3



Camel Mexico 01
Mexico
2013



Camel Mexico 02
Mexico
2013



Camel Mexico 03
Mexico
2013



Camel Mexico 04
Mexico
2013



Camel Mexico 05
Mexico
2013



Camel Mexico 06
Mexico
2013



Camel Mexico 07
Mexico
2013



Camel Mexico 08
Mexico
2013



Camel Mexico 09
Mexico
2013



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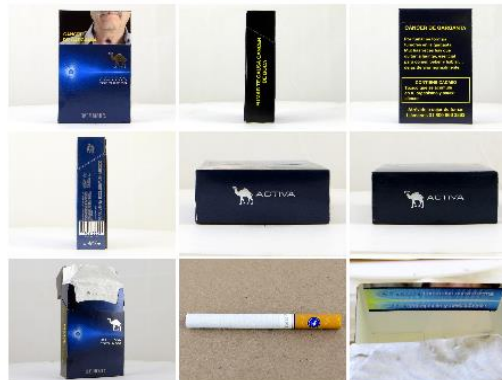
Collection Year

- 2013

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Camel Mexico 05



Brand Family: Camel

Product: Cigarettes

Country: Mexico

City: Mexico City

Purchase Date: July 2013

Price: 42.00 MXN (3.30 USD)

Technology Appeal

Health Warning Label (HWL) Compliance

Imagery



“Crush ball” images indicating change of flavor were present on 27 packs



“Power,” “play” or “skip” buttons were present on 26 packs



Images of “high-tech” filters were present on 16 packs

Results

Compliance with four key HWL requirements: 1) warning location 2) warning size 3) warning label elements (e.g. color of warning and warning content) and 4) warning text size



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globaltobaccocontrol.org/tpackss

THANK YOU!