



August 28, 2017

Your file

Votre référence

Our file

Notre référence

Dr. Nino Maglakelidze
National Center for Disease Control
and Public Health
9 Asatiani St.
Tbilisi, Georgia

Dear Dr. Maglakelidze:

Her Majesty the Queen in right of Canada (Canada), as represented by the Minister of Health, is pleased to grant to the National Center for Disease Control and Public Health in Georgia permission to reproduce, publish, translate and communicate to the public the following images and accompanying texts:

**Image of full ashtray;
Image of ashtray;
Image of bent cigarette;
Image of empty crib;
Image of Bladder cancer;
Image of morgue;
Image of blue lung;
Image of red calendar;
Image of clock;
Images of toxic emission statements on:
70 chemicals
Hydrogen cyanide and
Benzene**

attached as Appendix A (the "Work")

for the purposes of using the images as part of graphic health warning messages, health information messages and toxic emission statements on tobacco packaging.

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Should you have any questions, or if you require further assistance, please do not hesitate to contact Céline Maisonneuve at pregs@hc-sc.gc.ca.

Regards,



Ruta Fluxgold
Manager, Tobacco Labelling
Labelling and Plain Packaging Office

Appendix A



WARNING
CIGARETTES ARE HIGHLY ADDICTIVE

Studies have shown that tobacco can be harder to quit than heroin or cocaine.

Health Canada



WARNING
IDLE BUT DEADLY

Smoke from a lit cigarette contains toxic substances like hydrogen cyanide, formaldehyde and benzene. Second-hand smoke can cause death from lung cancer and other diseases.

Health Canada



WARNING
TOBACCO USE CAN MAKE YOU IMPOTENT

Cigarettes may cause sexual impotence due to decreased blood flow to the penis. This can prevent you from having an erection.

Health Canada



WARNING
Tobacco smoke hurts everyone.

Infants who are exposed to tobacco smoke are at greater risk of dying from Sudden Infant Death Syndrome (SIDS).

Need help to quit?
1-866-366-3667
gosmokefree.gc.ca/quit

Health Canada



WARNING
Cigarettes cause bladder cancer.

Toxic chemicals in tobacco smoke damage the lining of the bladder causing cancer. The most common sign is blood in the urine.

You have the will. There is a way.
1-866-366-3667
gosmokefree.gc.ca/quit

Health Canada



WARNING
Another premature death...

Smoking is the leading preventable cause of premature death in Canada. About 100 people die from tobacco use each day.

You can quit. We can help.
1-866-366-3667
gosmokefree.gc.ca/quit

Health Canada

Morning cough?

Coughing is your lungs warning you it's time to quit.



When you quit smoking:

- Within the first few months, you'll cough and wheeze less and you'll be short of breath less often.
- In the first 5 years, respiratory problems like bronchitis and pneumonia will decrease significantly.

You can quit and breathe easier!

Health Canada

Never quit trying to quit.

Most smokers try to quit several times before they succeed.

Think of every attempt as a learning experience, not a failure. Never quit trying to quit.

Pick a quit date, write it down or tell someone about it.



Nicotine is the drug in tobacco that causes addiction.

Health Canada

They only last an average of a few minutes...

For most, when cravings occur they usually last only a few minutes.

When you quit smoking, you may get strong cravings. This is part of the quitting process.

The brain gets used to not having nicotine. The more you resist, the fewer cravings you'll have.

You've got what it takes to go smoke-free!



Nicotine is the drug in tobacco that causes addiction.

Health Canada

Tobacco smoke contains more than 70 chemicals that can cause cancer.

Health Canada

La fumée du tabac contient plus de 70 substances chimiques qui peuvent causer le cancer.

Santé Canada

Tobacco smoke contains hydrogen cyanide, a poisonous gas.

Health Canada

La fumée du tabac contient du cyanure d'hydrogène, un gaz toxique.

Santé Canada

Tobacco smoke contains benzene, a chemical that causes cancer.

Health Canada

La fumée du tabac contient du benzène, un produit chimique qui donne le cancer.

Santé Canada