

News

Consumer Health Warning

"Light" and "Mild" Cigarettes January 1999

OTTAWA - Health Canada is warning consumers that it has determined that "light" and "mild" tobacco products have the same potential to be debilitating and lethal as other types of tobacco. This conclusion is based on a wide range of research and academic studies.

Results from a recently conducted focus group indicate that there are inconsistencies in the way tobacco companies use the terms "light" and "mild" to describe various cigarettes. These inconsistencies result, for many Canadians, in confusion about the actual meaning of these descriptors.

Health Canada is developing public awareness materials about "light" and "mild" cigarettes for the benefit of those Canadians who choose to use tobacco products. The department will also examine regulatory options for restricting the use of these terms, by requiring, for example, that they be used only when certain product standards are met.

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