

IPCPR Warning Plan for Cigar Product Advertising:
March 23, 2018

In accordance with 21 C.F.R. § 1143.5, each cigar advertisement must bear one of six required warning statements. Additionally, the required warning statement must appear in black text if on a white background or white text if on a black background.

This plan provides the manner by which the required warning statements on cigar advertising will be rotated quarterly in an alternating sequence in advertisements for each brand of cigar product.

As discussed further below, and beginning on the regulation’s compliance date (currently August 10, 2018), advertisements will rotate the six required warning statements according to the below initial schedule. For each subsequent quarter not included in the below schedule, quarterly rotation will continue in the established order (e.g., Warning “1” will be used for the quarter beginning January 1, 2020).

Brand Name	July 1 – Sept. 30, 2018	Oct. 1 – Dec. 31, 2018	Jan. 1 – Mar. 31, 2019	Apr. 1 - June 30, 2019	July 1 – Sept. 30, 2019	Oct. 1 – Dec. 31, 2019
ALL BRANDS	1	2	3	4	5	6

1 = WARNING: Cigar smoking can cause cancers of the mouth and throat, even if you do not inhale.

2 = WARNING: Cigar smoking can cause lung cancer and heart disease.

3 = WARNING: Cigars are not a safe alternative to cigarettes.

4 = WARNING: Tobacco smoke increases the risk of lung cancer and heart disease, even in nonsmokers.

5 = WARNING: Cigar use while pregnant can harm you and your baby. [or SURGEON GENERAL WARNING: Tobacco Use Increases the Risk of Infertility, Stillbirth and Low Birth Weight.]

6 = WARNING: This product contains nicotine. Nicotine is an addictive chemical.

Cigar brands may be advertised using the following media, and the warning statement used for an advertisement in each medium will be based on (1) the date indicated in the table below and (2) the warning statement used for the quarter in which that date falls in the table above.

Type of Advertising	Date for Determining Applicable Quarter and Warning Used
Advertising in periodicals (newspapers, magazines, catalogs, etc.)	Cover date
Brochures and flyers	Date of production ¹

¹ If production occurs before the advertising warning compliance date, the compliance date will be used for determining the applicable quarter and warning used.

Posters and banners	Date of production ¹
Point of sale advertising (shelf talkers, window clings, etc.)	Date of production ¹
Radio and audio advertisements	Date of production ¹
Billboards	Date of production ¹
Webpages and mobile web advertisements	Date of production ¹
Social media	Date of scheduled release
Email communications	Date of scheduled release
Online display advertisements	Date of production ¹
Video	Date of production ¹
Other advertisements	Date of production ¹