Abstract
Health warnings on tobacco products have emerged as a prominent area of tobacco control policy. Regulatory practice has rapidly evolved over the past decade to the point where health warnings on tobacco products continue to set international precedents for their size and comprehensiveness. The current paper provides a general review of current regulatory practices, including physical design features (such as size and location), message content (pictorial vs. text and content "themes"), and regulatory considerations such as rotation period and other novel practices.

Keywords
Product labelling, tobacco, health policy, health communication.