

# HEALTH CANADA'S PLAIN PACKAGING RULES CAN BE DIFFERENT THINGS.



|                       | TOBACCO PLAIN PACKAGING | CANNABIS PLAIN PACKAGING |
|-----------------------|-------------------------|--------------------------|
| COMPANY IMAGE         | ✗                       | ✓                        |
| LOGO                  | ✗                       | ✓                        |
| SLOGAN                | ✗                       | ✓                        |
| PACK COLOR            | ✗                       | ✓                        |
| CHOICE OF COLOUR      | ✗                       | ✓                        |
| CHOICE OF FONT        | ✗                       | ✓                        |
| CHOICE OF PACK DESIGN | ✗                       | ✓                        |
| CHOICE OF PACK SIZE   | ✗                       | ✓                        |

LOGOS AND PROPRIETARY FEATURES WILL BE PERMITTED IN ORDER TO DIFFERENTIATE LEGAL FROM ILLEGAL CANNABIS. THIS RATIONALE SHOULD ALSO APPLY TO TOBACCO.



IMPERIAL TOBACCO  
CANADA

A PROUD MEMBER OF BRITISH AMERICAN TOBACCO