

Those Graphic New Cigarette Labels Won't Help, Psychology Says

June 27, 2011

Discover Magazine:

What's the News: Starting in September 2012, the FDA will require every pack of cigarettes sold in the US to be emblazoned with a large, text-and-image health warning, similar to the labels already seen in Canada, the United Kingdom, Brazil, and several other countries. The FDA unveiled the nine label designs earlier this week; several are quite graphic, including photos of cancerous lungs and lips and a man exhaling smoke through his tracheotomy hole.

Read more: [*Discover Magazine*](#)