

Myths and facts.

MYTH It won't work, so why do it?

FACT As the number of design elements on cigarette packs decrease, so do the level of positive perceptions people have about smoking. Research concludes plain packaging is likely to:

- reduce the appeal of smoking to teenagers and adults
- make health warning messages on packs more prominent
- stop smokers incorrectly believing that some brands of cigarettes are less harmful than others.

If plain packaging won't work, why is the tobacco industry spending so much money to stop it?

MYTH Plain packaging was rejected in the UK and Canada.

FACT Canada and Britain, along with Australia, have signed an international World Health Organisation (WHO) treaty that recommends its members pursue plain packaging.

Just this year the British Government stated that it will consult on options to reduce the promotional impact of tobacco packaging, including plain packaging, before the end of 2011.

Plain packaging is also being considered by the European Union and New Zealand, while a plain packaging bill has been introduced in the French National Assembly.

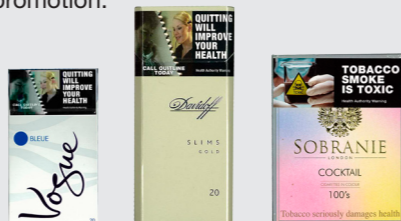
MYTH Plain packaging laws will result in the government paying compensation to tobacco companies for acquisition of their property and will breach international trade agreements.

FACT The Government will not be acquiring trademarks or any other property from tobacco companies – it will only be restricting the tobacco companies' use of their trademarks and packaging. For this reason, there will be no need to compensate tobacco companies for acquisition of property.

Plain packaging will not disadvantage imports, or restrict international trade. International trade agreements do not create a right to use trademarks, and, in any case, they allow for member countries to implement measures necessary to protect public health.

MYTH Every state in Australia has already moved to make it illegal to have cigarettes on display. So if you can't see them, how will plain packaging make any difference?

FACT Both display bans and plain packaging are important in reducing avenues for tobacco industry promotion and the recruitment of new smokers. Once out of the store, cigarette packs act as mobile advertising for the brand. Smokers display the pack approximately ten to fifteen times a day as they light up - often leaving them out in social situations where others will see them. Plain packaging will end this form of promotion.



"... if you smoke, a cigarette pack is one of the few things you use regularly that makes a statement about you. A cigarette pack is the only thing you take out of your pocket 20 times a day and lay out for everyone to see. That's a lot different than buying your soap powder in generic packaging."
British American Tobacco subsidiary employee, 1995.

MYTH Plain packaging will make cigarettes easier to counterfeit and will increase the trade in illicit tobacco products such as "chop chop".

FACT There is no evidence that plain packaging will lead to an increase in illicit trade in tobacco products. Tobacco industry claims about the amount of illicit tobacco purchased in Australia have been found to be exaggerated and misleading. The plain packaging legislation will allow tobacco companies to continue to use covert anti-counterfeit markings on their products.

Plain packaging has the support of the majority of the Australian people. A newpoll telephone survey of 1,200 adults in April 2011 found almost six out of ten (59%) adults approve of cigarettes being sold in plain packaging, while a further 17% neither approve or disapprove of the proposal.

*For a comprehensive summary of the findings of international research investigating the effects of plain packaging, go to www.plainfacts.org.au

Plain packaging. The facts.

JOHN CLARKE
HEAD HONCHO –
TOBACCO COMPANY



The benefits of plain packaging.

So you think it's just a cigarette pack? Think again. As other forms of tobacco advertising have been banned, cigarette packaging has become the most important marketing vehicle the industry has to attract new smokers. Through the use of colour and illustration, each brand is designed to attract different types of people by creating a sense of desirability, status and personality.

Plain packaging will end this deadly form of promotion. Along with an integrated program of educational campaigns and support for quitters, the action is aimed at further reducing smoking and saving some of the 15,000 lives lost in Australia every year to tobacco.

Remember: Tobacco kills half of all long-term users. It's not a normal consumer product, so let's not allow it to be packaged like one.

Reduce appeal of smoking to young people.

Research* shows that when young people view packs stripped of colours and logos, they believe the cigarettes:

- are less appealing
- won't taste as good
- are of lower quality
- are smoked by people who are less stylish and sociable.



Reduce deception about the harmfulness of cigarettes.

Research shows smokers believe cigarettes in lighter coloured packs taste smoother, deliver less tar and are safer than other cigarettes. This is not true. Plain packaging would stop tobacco companies being able to use this false association to their advantage.

pack, weakening their intended effect. Plain packaging would ensure graphic health warnings remain prominent.



Strengthen the impact of graphic health warnings.

Graphic health warnings have been proven to help smokers quit but the tobacco industry uses pack design to undermine their impact. In this example, dominant colours from the health warnings feature heavily in the branded

TOBACCO IS HIGHLY DANGEROUS. ITS PROMOTION NEEDS TO BE MORE HEAVILY RESTRICTED THAN OTHER PRODUCTS.