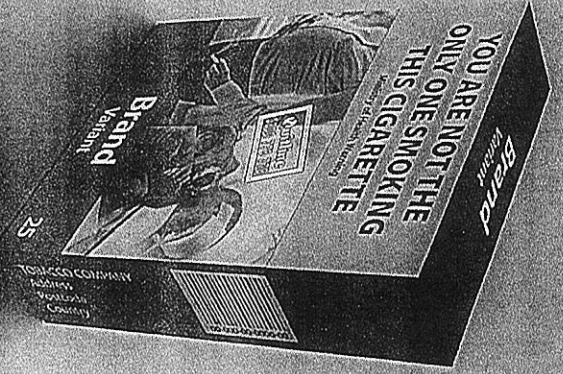


1(a)



**Unbranding cigarette packs
won't stop everyone from smoking**
But it will give our kids one less
reason to start



For more information visit: www.plainpacks.org.nz

This submission was completed by:

Name: _____
Address: _____
Email: _____

I support plain packaging of tobacco products because:

- It will reduce the appeal of tobacco products to children, and discourage them from starting to smoke
- It will enhance the impact of graphic health warnings known to prompt quit attempts
- Smoking kills 5000 New Zealanders every year. Cigarettes should not be sold like any other normal consumer product, but treated as a dangerous drug
- The health of New Zealanders is far more important than the right of tobacco companies to market their products
- It is an important step in New Zealand becoming smokefree by 2025.

Signed: _____ Date: _____

UNCLASSIFIED INFORMATION

AFFIX
STAMP
HERE

Plain Packaging Consultation
Tobacco Control Programme
Ministry of Health
PO Box 5013
Wellington 6145



I have no direct or indirect links to the tobacco industry