

Out of the mouths of babes...

Unbranding CIGARETTE PACKS won't stop everyone from smoking. But it will give our kids one less reason to start.

PLAIN PACKS
THE NEW ZEALAND STANDARD

QUITTING TOGETHER
BETTER TOGETHER
2025

Cancer Society
New Zealand

Heart Foundation

www.plainpacks.org.nz

*"It looks pretty..."
Nicola (age 5) talks about tobacco packaging*

It looks pretty...

Nicola (age 5) talks about tobacco packaging

This submission was completed by:

Name: _____

Address: _____

Email: _____

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's an important step in New Zealand becoming smokefree by 2025.

Signed: _____ Date: _____

I have no direct or indirect links to the tobacco industry.

AFFIX
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