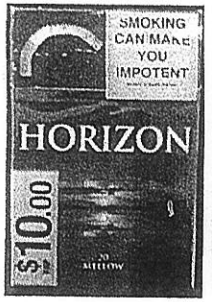
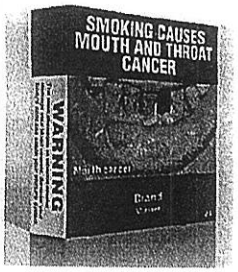
Sign the petition to support plain packaging of tobacco products!





I support the removal of marketing of cigarettes through packages by ensuring any cigarettes sold are in plain standardised packaging. The reasons I support this are:

- Tobacco packaging is currently the main marketing tool of the tobacco companies who use colour and design of packets to appeal to specific groups e.g. women or young people.
- Cigarette packs are carried around with the smoker; more than any other consumer product packaging...you don't get your laundry powder packet out 10 times a day.
- Cigarette packaging is highly appealing to children and encourages them to start smoking. Children start on average at age 14 years.
- Plain packaging will reduce the appeal of cigarettes to children and help reduce the 5000 deaths from tobacco each year in New Zealand.
- In Australia they will be implementing plain packaging in October. What they will be bringing in is packets that are olive green with no branding and bigger health warnings.
- All avenues of marketing through packaging should be made plain and standard such as the shape and colour of cigarettes and packets.

RELEASED UNDER THE OFFICIAL INFORMATION ACT

Name	Address	Email

Please send directly to: Plain packaging consultation, Tobacco Control Programme, Ministry of Health, PO Box 5013, Wellington 6145
Or, return to the Cancer Society Auckland Division, Health Promotion team – PO BOX 1724, Shortland Street, Auckland 1140