

Plain packaging consultation
Tobacco Control Programme
Ministry of Health
PO Box 5013
Wellington 6145

To Ministry of Health

I want you to remove the marketing of cigarettes through packages by ensuring any cigarettes sold are in plain standardised packaging.

- 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.
- Plain packaging will counter the appeal of cigarettes to children and help reduce the 5000 deaths from tobacco each year in New Zealand.
- All avenues of marketing through packaging should be made plain and standard such as the shape and colour of cigarettes and packets.

Yours Sincerely

Name: _____

Address: _____

Email: _____

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OFFICIAL INFORMATION ACT

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