

Proposal to introduce plain packaging of tobacco products in New Zealand

To: Plain Pack Consultation

Tobacco Control Programme

Ministry of Health

PO Box 5013

Wellington

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I strongly support the proposal to introduce plain packaging of tobacco products into New Zealand as one component of the effort to reach the agreed, and achievable, Smokefree New Zealand/Aotearoa 2025 goal.

- The evidence is clear: plain packaging reduces brand appeal, reduces false perceptions regarding the harmful effects of tobacco and makes health warnings more noticeable.
- Plain packaging is a critical component of efforts to prevent children from starting to smoke and will support ex-smokers in their efforts to remain nonsmokers.
- The Australian experience is very positive and makes it easier for New Zealand to follow.
- The strength of the industry response to the New Zealand proposals is an indication of the importance of plain packaging in reducing the appeal of tobacco products to New Zealand children.

From :