

CIGARETTE PACKAGING PLAIN LABEL LEGISLATION

As well as ensuring that all retail packaging is in plain label form, it is advisable to legislate for the following:

1. Ban the use of and import of after-market personal and portable dispensers.

The old cigarette case could get a decorative re-birth given the desire of many to get around the “problem” of being faced with a plain label package.

The desk-top and other types of dispenser could also resurface in an effort to pretty things up and get around having the health warnings visible.

2. Ban the use of moving pictures, including animation, from the advertising of cigarettes.
3. Make all advertising of a similar colour format to that to be used on the packaging.
4. Ensure that cigarette cartons and larger quantity packaging is also of the “plain label” type.

R.B. Finlayson



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Appearance before the Committee not sought.