

CIGARETTE PACK DESIGNS

The Smokefree Action Coalition wants all cigarettes in standard packs.

The evidence is clear that standard packs:

- are less attractive, especially to young people;
- strengthen the impact of health warnings; and
- make the packs less misleading.

Tobacco packs are mobile advertising for the brand - help stop this by emailing your MP.

Visit our website for a full briefing and a link to email your MP.

www.smokefreeaction.org.uk/plain-packaging.html



Popular brands with children



Designed to attract young women



New designs are coming on the market all the time

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Email enquiries@ash.org.uk for more information.