



# PLAIN AND SIMPLE FACTS ON PLAIN PACKS



## PUT PLAINLY, IT PROTECTS OUR YOUTH

Evidence-based studies show that plain packaging reduces the attractiveness of smoking by increasing the effectiveness of health warnings while decreasing the brand appeal, particularly to young people. In Australia, plain packaging is shown to have reduced smoking among adolescents.



## PUT PLAINLY, IT'S COST-EFFECTIVE

Plain packaging is a public health policy for governments at almost zero public cost. Costs related to tobacco packaging are generally borne by the tobacco industry, not governments.



## PUT PLAINLY, IT'S A VITAL PART OF THE SOLUTION

Plain packaging is not a silver bullet but there is powerful evidence showing that it is a vital part of the solution to combat disability and death from tobacco. To be fully effective, plain packs should be implemented together with a set of measures including smoke-free legislation, smoking-cessation services, public health campaigns and higher taxes.



## PUT PLAINLY, IT'S LEGAL

The use of plain packaging is recommended by the World Health Organization Framework Convention on Tobacco Control (WHO FCTC) and authorised under the European Directive on Tobacco products (TPD). Plain packaging is in compliance with international intellectual property law namely the World Trade Organization Treaty on Trade Related Aspects of Intellectual property (TRIPS). The European Court of Justice has ruled on the legality of the EU's Tobacco Products Directive which allows plain packaging.



## PUT PLAINLY, IT'S HAPPENING

The way towards plain packaging now seems unstoppable. Australia was the first country worldwide to introduce plain packs in 2012, closely followed by Ireland, the UK and France. Several other countries such as Hungary, Slovenia, Norway, Finland, Sweden and Belgium have publicly stated that they will adopt the measure in the near future.

\* For further information and references, see ERS-ENSP Position paper on plain packaging.



## ABOUT

# ERS

The European Respiratory Society (ERS) is an international organisation that brings together physicians, healthcare professionals and other experts working in the field of respiratory medicine. The mission of ERS is to promote lung health in order to alleviate suffering from respiratory diseases and drive standards for respiratory medicine globally through science, education and advocacy.

[WWW.ERSNET.ORG](http://WWW.ERSNET.ORG)



## ABOUT

# ENSP

European Network for Smoking and Tobacco Prevention (ENSP) is an international organisation, which assembles organisations and individuals active in tobacco control. ENSP aims to develop strategically coordinated actions in tobacco control by sharing information and experience; as well as running common joint projects.

[WWW.ENSP.ORG](http://WWW.ENSP.ORG)

