



UK Department of Health

**Consultation on Standardised Packaging of Tobacco Products**

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[http://consultations.dh.gov.uk/tobacco/standardised-packaging-of-tobacco-products/consult\\_view](http://consultations.dh.gov.uk/tobacco/standardised-packaging-of-tobacco-products/consult_view)

2<sup>nd</sup> May 2012

Dear Sir,

I forward herewith our self-explanatory submission to the Australian Senate Standing Committee on Community Affairs' consultation on plain packaging of tobacco products in 2010.

Our following submission below is likewise applicable to the current UK Consultation.

New Zealand will imminently announce a similar consultation and the resultant legislations will domino worldwide. The UK Health Department's proactive stance on this matter is commendable and, like the seat belt innovation, other countries will follow.

Yours faithfully,

*James Middleton*

Chairman

[www.cleartheair.org.hk](http://www.cleartheair.org.hk)



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9<sup>th</sup> June 2010  
Dear Sir,

**Inquiry into Plain Tobacco Packaging (Removing Branding from Cigarette Packs) Bill  
2009**

Tobacco is the only legal consumer product which kills its consumers when used as directed by its manufacturer; it is as addictive as heroin and cocaine.

<http://www1.umn.edu/perio/tobacco/nicaddct.html>

If the product was invented this century it would be banned and listed alongside narcotic dangerous drugs with punishments for possession and sale thereof. The future of tobacco sales relies on addicting youth to nicotine. Tobacco has a harsh taste and this despicable industry relies on package colour and imagery to market the product to youth.

We commend the Australian Government for taking this initiative.

A successful implementation of plain packaging of tobacco products in Australia will snowball worldwide in those countries whose Governments enforce their Duty of Care to their citizens. This bold step has been talked about for years but your administration has made the first proactive step at enforcement and we hope that in the interests of the world's youth and future generations that this Bill succeeds.

The World is watching the outcome what will become the death knell of Big Tobacco.

Yours faithfully,

*James Middleton*

Chairman Anti Tobacco Committee  
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