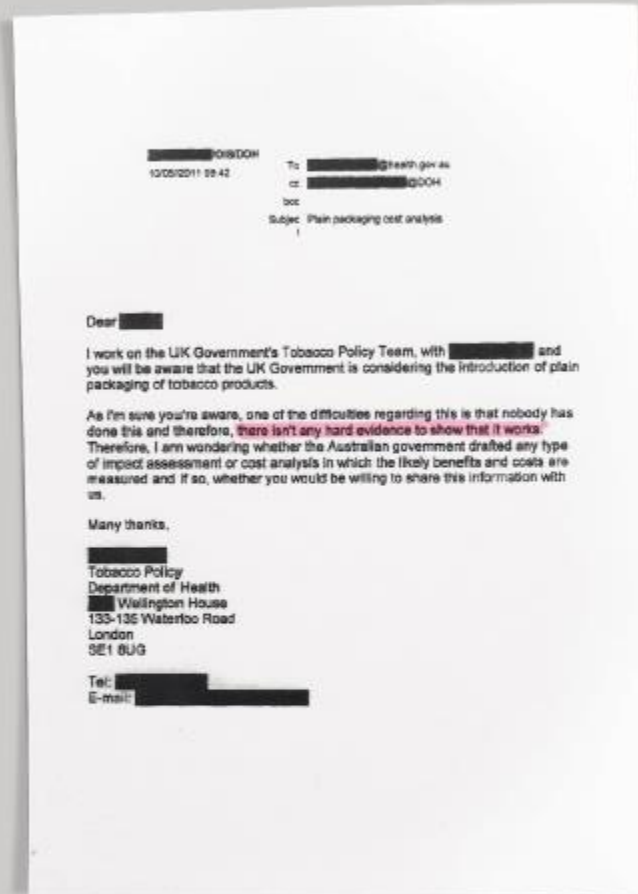


JTI reveals its serious concern that plain packaging will actually work :



**WE COULDN'T HAVE PUT
IT BETTER OURSELVES**

This email was obtained by a Freedom of Information request. It is from the UK Department of Health to the Australian Department of Health and Ageing.

JTI is a leading international tobacco company
The UK trading company is Gallaher Limited