

Plain cigarette packaging laws come into effect today in Ireland

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Today plain cigarette packing laws come into effect throughout Ireland which means that all logos and forms of branding will be removed from packs.

This move will make Ireland the fourth country in the world to remove all branding from their packets. This measure has already been introduced by Australia, The UK and France.

[The Irish Times](#) is reporting that cigarette packs must be sold in a plain, neutral color with an, often graphic, health warning on both sides of the pack.

The law officially comes into effect today, on September 30th but any cigarettes made before this date can still be sold for one year. Anything made after today will have to have the special, lack of branding.

The Irish Times quotes Dr. Des Cox, who is the chair of the policy group on tobacco and says:

“Research to date has shown that plain packaging is successful in reducing the appeal of smoking through the replacement of brands and logos with health warnings on tobacco products,

“Plain packaging eliminates tobacco packaging as a form of advertising and has been shown to help decrease tobacco consumption in countries where it has already been introduced,”

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