

Department of Health Standardised Tobacco Packaging Consultation  
PO Box 1126  
CANTERBURY CT1 9NB

5<sup>th</sup> August 2014

Dear Sir/Madam

**Consultation on the introduction of regulations for standardised packaging of tobacco products**

The Royal Pharmaceutical Society (RPS) welcomes the opportunity to contribute to the consultation on the introduction of regulations for standardised packaging of tobacco products.

We welcome and support any consultation that aims to improve public health. We recognise the importance of developing and implementing strategies that aim to reduce the prevalence of smoking, especially in children and young adults.

Reducing the attractiveness of tobacco products and reducing any opportunity for the packaging of these products to mislead consumers about the effect of tobacco is certainly a measure that we would encourage. We are concerned that brand logos and coloured packaging currently diverts attention from critical health warnings about the impact of tobacco smoking. We would suggest that the removal of brand identifiers could be used as an opportunity to give greater prominence to important health warnings. We are also aware from The Public Health Research Consortium reports that some graphical designs and colours used by tobacco companies are incorrectly perceived by consumers as being less harmful. We believe the removal of all colour differentiation between brands will eliminate this confusion.

We strongly agree that regulations are now needed to ensure adherence by tobacco companies to the standardisation of packaging of tobacco products. Standardised packaging should apply to all tobacco products including cigarettes, hand-rolling tobacco, cigars and pipe tobacco. This approach has already been successfully mandated in Australia.

As outlined in the consultation, we would expect that measures such as effective enforcement regimens are put in place to ensure that standardised packaging does not make it easier to counterfeit cigarettes, potentially causing an increase in the illicit market.

Many successful tobacco control measures have already been implemented across the UK within the past decades, from banning the advertising of tobacco to the restriction of smoking in public spaces. Every day, pharmacists see the consequences of smoking while caring for patients suffering from smoking related diseases such as Chronic Obstructive Pulmonary Disease. We firmly believe therefore that steps should be taken to discourage people from starting to smoke as well as encouraging smoking cessation and we fully support measures including regulations on the packaging of tobacco products that help to reduce the attractiveness of smoking.

I trust this response is helpful. If you require any further information please do not hesitate to get in touch.

Kind regards

A handwritten signature in black ink, appearing to read 'J Parkes', written in a cursive style.

Jocelyn Parkes  
RPS Director for Wales

The Royal Pharmaceutical Society (RPS) is the professional body for pharmacists in Great Britain. We represent all sectors of pharmacy in Great Britain and we lead and support the development of the pharmacy profession including the advancement of science, practice, education and knowledge in pharmacy. In addition, we promote the profession's policies and views to a range of external stakeholders in a number of different forums.