

Subject: Submission to: Consultation on "Plain and Standardized Packaging" for Tobacco Products
Date: Friday, August 5, 2016 at 11:08:55 AM Eastern Daylight Time
From: Craig Larsen
To: hc.pregs.sc@canada.ca
CC: Lisa Ashley, Bill Callery

Dear Tobacco Products Regulatory Office, Tobacco Control Directorate, Health Canada ,

The Chronic Disease Prevention Alliance of Canada offers the followin submission to the Consultation on "Plain a nd Standardized Packaging" for Tobacco Products:

Plain and standardized packaging would prohibit all promotional features on all tobacco packaging, including the use of colours, images, logos, slogans, distinctive fonts, and finishes.

Only the brand name would be allowed. Health warnings would remain on packages. The size and shape of the package would be standardized, thus prohibiting specialty package formats, such as slim and superslim cigarette packages that reduce warning size and overtly target women. The appearance of cigarettes would also be standardized, at a minimum prohibiting the use of branding, logos, colours and special finishes, and establishing standards for cigarette length and diameter.

Our organization endorses a requirement in Canada for plain and standardized packaging, as outlined above.

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