

SHOULD GOVERNMENT CONTROL YOUR PERSONAL CHOICE?

TOBACCO



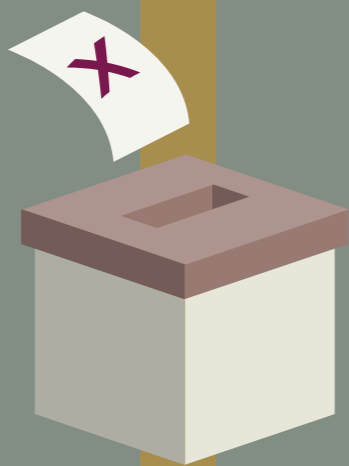
ALCOHOL



VOLUNTARY
HEALTH WARNINGS
1970s & 1980s



WARNINGS LEGISLATED IN 1991



PARLIAMENT VOTING ON PLAIN PACKS IN MARCH 2015

"AT LEAST ONE THIRD OF EVERY ALCOHOL PRODUCT LABEL SHOULD BE GIVEN OVER TO A MANDATORY EVIDENCE-BASED HEALTH WARNING SPECIFIED BY AN INDEPENDENT REGULATORY BODY"

ALCOHOL HEALTH ALLIANCE

"BY THE TIME TOBACCO PLAIN PACKAGING IS ESTABLISHED, IT WILL BE TOO LATE FOR THE OTHERS TO PUSH BACK AS THE PRECEDENT WILL BE SET."

ERIK BLOOMQUIST, AN ANALYST AT BERENBERG



LESSONS FROM AUSTRALIA EVIDENCE ON PLAIN PACKAGING

"THE REASON THEY'RE LEAPING UP AND DOWN AND SCREAMING NOW, NOW! NOW! IS THAT THE EVIDENCE OF THE EFFECTIVENESS OF THE IDEA IS NOW COMING IN. AND IT SIMPLY DOESN'T WORK: IT DOES NOT DO WHAT IT IS CLAIMED IT SHOULD DO. REGARDLESS OF WHAT YOU THINK ABOUT THE DESIRABILITY OF CURTAILING COMMERCIAL FREEDOM IN THE CAUSE OF REDUCING SMOKING RATES, PLAIN PACKAGING SIMPLY DOESN'T REDUCE SMOKING RATES."

TIM WORSTALL, ADAM SMITH INSTITUTE