



Smokefree

**Media Statement
22 November 2006**

Ban on cunning 'kiddie' cigarette packs welcomed

British American Tobacco's attempt to dodge health warning rules ran out of puff today when Health Minister Lara Giddings moved to ban split cigarette packs.

SmokeFree Tasmania convenor Kathy Barnsley welcomed Minister Gidding's decision to amend the Public Health Act to outlaw the Dunhill split packs.

The pack of 20 cigarettes splits into two smaller packets, one with seven cigarettes and the other 13. When split, the 13-pack does not carry health warnings and images.

On Friday the Federal Court ordered the tobacco giant to stop supplying split packs because they breached the Trade Practices Act. BAT was also ordered to tell retailers by today that all Dunhill cigarette wallet packs must be removed from sale.

"These packs are clearly aimed at getting another generation of our youth hooked on deadly tobacco products," Ms Barnsley says.

"In addition to illegally removing the health warning on the 13-pack, the packs make smoking more affordable by allowing adolescents to more readily split the cost of cigarettes," she says.

"These iPod-size packs are also designed to make it easier for young people to sneak cigarettes past their concerned parents.

"This is further proof that tobacco companies will bend and break any rules to lure young people. The Health Minister is to be congratulated for her swift and determined action to protect Tasmania's youth from the rat cunning of tobacco companies."

ENDS

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