

Tobacco in Australia

Facts & Issues

Recent news and research

10.8 Trends in products and packaging

Last updated June 2018

News reports:

1. Suri S. Where there's smoke... Kylie Jenner holds onto a lit, roll-your-own cigarette as she poses topless for a friend. The Daily Mail and Mail on Sunday 2017. Available from: <http://www.dailymail.co.uk/tvshowbiz/article-4272448/Kylie-Jenner-drags-roll-cigarette.html>
2. No authors listed. Rollies are not 'organic': Busting the roll-your-own health myth. Triple J Hack 2017. Available from: <http://www.abc.net.au/triplej/programs/hack/busting-the-myth-roll-your-own-cigarettes-are-organic/9256834>
3. No authors listed. How companies control where you see tobacco products and what policy can do about it. Truth Initiative (American Legacy Foundation), 2017. Available from: <https://truthinitiative.org/news/how-companies-control-where-you-see-tobacco-products-and-what-policy-can-do-about-it>
4. No authors listed. How companies control where you see tobacco products and what policy can do about it. Truth Initiative (American Legacy Foundation), 2017. Available from: <https://truthinitiative.org/news/how-companies-control-where-you-see-tobacco-products-and-what-policy-can-do-about-it>
5. No authors listed. New york c-store Industry defeats cigar tax shift National Association of Convenience Stores (NACS), 2017. Available from: <http://www.nacsonline.com/Media/Daily/Pages/ND0413174.aspx#.WU-MCOILdhF>
6. Minato C. First cigar brands receive FDA grandfather status. Half Wheel, 2017. Available from: <http://halfwheel.com/first-cigar-brands-receive-fda-grandfather-status>
7. Borio G. Cigar association of america, et al. V FDA: Brief of amicus curiae cause of action institute, apr 3, 2017. Tobacco on Trial, 2017. Available from: <http://www.tobacco-on-trial.com/2017/04/03/cigar-association-of-america-et-al-v-fda-brief-of-amicus-curiae-cause-of-action-institute-apr-3-2017/>

tobaccoinaustralia.org.au

Tobacco in Australia

Facts & Issues

8. O'Leary C. Fears over home-made cigs The West Australian 2015. Available from: <https://au.news.yahoo.com/thewest/a/27880192/fears-over-home-made-cigs/>
9. No authors listed. Philip Morris reveals new look for marlboro. Talking Retail, 2015. Available from: <http://www.talkingretail.com/products-news/tobacco/philip-morris-reveals-new-look-marlboro/>
10. Hamill J. Tobacco giant to launch nicotine inhaler designed to help smokers stub out their habit Mirror, 2015. Available from: <http://www.mirror.co.uk/news/technology-science/technology/tobacco-giant-launch-nicotine-inhaler-5218279>
11. Daneshkhu S. Prospects burn bright for self-igniting cigarettes. Financial Times, 2015. Available from: http://www.ft.com/intl/cms/s/836b9d8e-6912-11e5-a57f-21b88f7d973f,Authorised=false.html?siteedition=uk&_i_location=http%3A%2F%2Fwww.ft.com%2Fcms%2Fs%2F0%2F836b9d8e-6912-11e5-a57f-21b88f7d973f.html%3Fsiteedition%3Duk&_i_referer=&classification=conditional_standard&iab=barrier-app#axzz3nrrQeHRG
12. Chaudhuri S. As smoking declines, tobacco makers seek to slim down brands. The Wall Street Journal 2015. Available from: <http://www.wsj.com/articles/as-smoking-declines-tobacco-makers-seek-to-slim-down-brands-1440369674>
13. No authors listed. Roll-up cigarettes 'just as bad for you': Medical chief warns rolling tobacco contains just as many deadly chemicals Daily Mail, 2014. Available from: <http://www.dailymail.co.uk/health/article-2889517/Medical-chief-warns-roll-cigarettes-just-bad-you.html>
14. No authors listed. Smoke this! Reynolds launches a new cigarette that heats the tobacco instead of burning it The Daily Mail, 2014. Available from: <http://www.dailymail.co.uk/news/article-2838016/Reynolds-launching-heat-not-burn-cigarette.html>
15. No authors listed. Third china cigar festival imminent. Tobaccoreporter, 2014. Available from: <http://www.tobaccoreporter.com/2014/10/third-china-cigar-festival-imminent/>
16. US Food and Drug Administration. Electronic cigarettes. Silver Spring, Maryland: US Department of Health & Human Services, 2011. Last update: Viewed Available from: <http://www.fda.gov/newsevents/publichealthfocus/ucm172906.htm>.
17. Therapeutic Goods Administration. Electronic cigarettes. Canberra: TGA, Australian Government Department of Health and Ageing, 2011. Last update: Viewed Available from: <http://www.tga.gov.au/consumers/ecigarettes.htm>.

tobaccoinaustralia.org.au

Tobacco in Australia

Facts & Issues

18. Australian Government Department of Health and Ageing. Tobacco. Australian cigarette ingredient disclosure. Canberra: Australian Government Department of Health and Ageing, 2011. Last update: Viewed Available from:

<http://www.health.gov.au/internet/main/publishing.nsf/Content/tobacco-ingred>.

19. WHO Framework Convention on Tobacco Control Conference of the Parties. Partial guidelines for implementation of articles 9 and 10 of the WHO Framework Convention on Tobacco Control (regulation of the contents of tobacco products and regulation of tobacco product disclosures). Geneva: World Health Organization, 2010. Available from:

<http://www.who.int/fctc/guidelines/Decisions9and10.pdf>.

Research:

1. Joseph S, Krebs NM, Zhu J, Wert Y, Goel R, et al. Differences in nicotine dependence, smoke exposure and consumer characteristics between smokers of machine-injected roll-your-own cigarettes and factory-made cigarettes. *Drug and Alcohol Dependence*, 2018; 187:109-15. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29655031>

2. Scollo M, Bayly M, White S, Lindorff K, and Wakefield M. Tobacco product developments in the Australian market in the 4 years following plain packaging. *Tobacco Control*, 2017. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/28993520>

3. Schwartz R, Chaiton M, Borland T, and Diemert L. Tobacco industry tactics in preparing for menthol ban. *Tobacco Control*, 2017. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/28887427>

4. Moodie C, Ford A, Dobbie F, Thrasher JF, McKell J, et al. The power of product innovation: Smokers' perceptions of capsule cigarettes. *Nicotine & Tobacco Research*, 2017. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29059391>

5. Kuiper NM, Gammon D, Loomis B, Falvey K, Wang TW, et al. Trends in sales of flavored and menthol Tobacco products in the United States during 2011-2015. *Nicotine & Tobacco Research*, 2017. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28575408>

6. Epperson AE, Henriksen L, and Prochaska JJ. Natural American spirit brand marketing casts Health halo around smoking. *American Journal of Public Health*, 2017; 107(5):668–70. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28398789>

tobaccoinaustralia.org.au

Tobacco in Australia

Facts & Issues

7. Dewhirst T. Package size matters: Tobacco packaging, retail merchandising and its influence on trial and impulse sales. *Tobacco Control*, 2017. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29026000>
8. Delnevo CD, Giovenco DP, and Miller Lo EJ. Changes in the mass-merchandise cigar market since the Tobacco Control Act. *Tob Regul Sci*, 2017; 3(2 Suppl 1):S8–S16. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28317004>
9. Viola AS, Giovenco DP, Miller Lo EJ, and Delnevo CD. A cigar by any other name would taste as sweet. *Tobacco Control*, 2016; 25(5):605–6. Available from: <http://tobaccocontrol.bmj.com/content/25/5/605.short>
10. Smith KC, Washington C, Welding K, Kroart L, Osho A, et al. Cigarette stick as valuable communicative real estate: A content analysis of cigarettes from 14 low-income and middle-income countries. *Tobacco Control*, 2016. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27534777>
11. Salloum RG, Maziak W, Hammond D, Nakkash R, Islam F, et al. Eliciting preferences for waterpipe tobacco smoking using a discrete choice experiment: Implications for product regulation. *BMJ Open*, 2015; 5(9):e009497. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26353876>
12. Jawad M, Nakkash RT, Hawkins B, and Akl EA. Gaining insights into the waterpipe Tobacco Industry: Participant observation and a cross-sectional Survey of products at a trade exhibition. *Nicotine & Tobacco Research*, 2015. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26175460>
13. Caruso RV, O'Connor RJ, Travers MJ, Delnevo CD, and Stephens WE. Design characteristics and Tobacco metal concentrations in filtered cigars. *Nicotine & Tobacco Research*, 2015. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/25649053>
14. Matsunaga Y, Agaku IT, and Vardavas CI. The association between cigarette rod length, slim design, and blood cadmium levels among U.S. Smokers: Nhanes 1999-2010. *Preventive Medicine*, 2014; 65:87–91. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/24794088>
15. Land T, Keithly L, Kane K, Chen L, Paskowsky M, et al. Recent increases in efficiency in cigarette nicotine delivery: Implications for tobacco control. *Nicotine & Tobacco Research*, 2014; 16(6):753–8. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/24420328>
16. Koszowski B, Rosenberry ZR, Viray LC, Potts JL, and Pickworth WB. Make your own cigarettes: Toxicant exposure, smoking topography, and subjective effects. *Cancer*

Tobacco in Australia

Facts & Issues

Epidemiology, Biomarkers & Prevention, 2014; 23(9):1793–803. Available from:
<http://www.ncbi.nlm.nih.gov/pubmed/24925675>

17. Koszowski B, Rosenberry ZR, Strasser AA, and Pickworth WB. Experimentally switching from factory made to self-made cigarettes: A preliminary study of perceptions, toxicant exposure and smoking behavior. *Journal of Addiction Research & Therapy*, 2014; 5(2):179. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/25419477>

18. Hall MG, Fleischer NL, Reynales-Shigematsu LM, Arillo-Santillan E, and Thrasher JF. Increasing availability and consumption of single cigarettes: Trends and implications for smoking cessation from the ITC Mexico Survey. *Tobacco Control*, 2014. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/25192772>

19. Cohen JE, Yang J, and Donaldson EA. Impact of the removal of light and mild descriptors from cigarette packages in Ontario, Canada: Switching to "light replacement" brand variants. *Preventive Medicine*, 2014; 69C:120–5. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/25224153>

20. Camenga D. "The new cigs on the block": An update on conventional and novel tobacco products. *Adolesc Med State Art Rev*, 2014; 25(1):33–49. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/25022185>

10.8.1 Using the pack to target consumer groups

News reports and research:

1. No authors listed. ITG brands adds to Winston brand family. *Convenience Store News*, 2017. Available from: <http://www.csnews.com/product-categories/tobacco/itg-brands-adds-winston-brand-family>

2. Lempert L and Glantz S. Packaging colour research by tobacco companies: The pack as a product characteristic. *Tobacco Control*, 2016. Available from: <http://tobaccocontrol.bmj.com/content/early/2016/06/02/tobaccocontrol-2015-052656.abstract>

10.8.2 Using the pack to distract from consumer information

Tobacco in Australia

Facts & Issues

10.8.3 Branding and visual design elements on the cigarette stick

News reports and research:

1. C Smith K, Washington C, Welding K, Kroart L, Osho A, et al. Cigarette stick as valuable communicative real estate: A content analysis of cigarettes from 14 low-income and middle-income countries. *Tobacco Control*, 2017; 26(5):604–7. Available from: <http://tobaccocontrol.bmj.com/content/tobaccocontrol/26/5/604.full.pdf>

10.8.4 Flavoured cigarettes and tobacco

News reports and research:

1. Farley SM, Schroth KR, Grimshaw V, Luo W, DeGagne JL, et al. Flavour chemicals in a sample of non-cigarette tobacco products without explicit flavour names sold in New York City in 2015. *Tobacco Control*, 2018; 27(2):170–6. Available from: <http://tobaccocontrol.bmj.com/content/tobaccocontrol/27/2/170.full.pdf>

2. Emond JA, Soneji S, Brunette MF, and Sargent JD. Flavour capsule cigarette use among US adult cigarette smokers. *Tobacco Control*, 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29363609>

3. Nyman AL, Sterling KL, Majeed BA, Jones DM, and Eriksen MP. Flavors and risk: Perceptions of flavors in little cigars and cigarillos among U.S. Adults, 2015. *Nicotine & Tobacco Research*, 2017. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/28666353>

4. No authors listed. The flavor trap how tobacco companies are luring kids with candy-flavored e-cigarettes and cigars. Campaign for Tobacco-Free Kids (CTFK), 2017. Available from: http://www.tobaccofreekids.org/microsites/flavortrap/full_report.pdf

5. No authors listed. Booming market of candy-flavored e-cigarettes and cigars threatens to hook a new generation of kids, new report warns. Campaign for Tobacco-Free Kids (CTFK), 2017. Available from: http://www.tobaccofreekids.org/press_releases/post/2017_03_15_flavortrap

Tobacco in Australia

Facts & Issues

6. ChangeLab Solutions. Policy options for restricting sales of menthol cigarettes and other flavored Tobacco products: Fact sheet & model ordinance San Francisco 2017. Last update: Viewed Available from: <http://www.changelabsolutions.org/publications/flavored-tobacco>.

7. Thrasher JF, Islam F, Barnoya J, Mejia R, Valenzuela MT, et al. Market share for flavour capsule cigarettes is quickly growing, especially in Latin America. Tobacco Control, 2016. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27329114>

8. Kostygina G and Ling PM. Tobacco industry use of flavourings to promote smokeless tobacco products. Tobacco Control, 2016; 25(Suppl 2):ii40–ii9. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/27856998>

9. Delnevo CD, Giovenco DP, Ambrose BK, Corey CG, and Conway KP. Preference for flavoured cigar brands among youth, young adults and adults in the USA. Tobacco Control, 2015; 24(4):389–94. Available from: <http://tobaccocontrol.bmj.com/content/24/4/389.abstract>

10. The NSW Retail Tobacco Traders' Association. Cigarette listings. The Australian Retail Tobacconist. Official publication of the NSW Retail Tobacco Traders' Association, 2008; 68(April/May):3–5.

11. Ministerial Council on Drug Strategy (MCDS). Ministerial council on drug Strategy joint communique, 23 may 2008. Canberra: MCDS, 2008. Last update: Viewed 18 August 2008. Available from: [http://www.nationaldrugstrategy.gov.au/internet/drugstrategy/publishing.nsf/Content/587B37DD618C95B8CA257452001CD325/\\$File/23may08.pdf](http://www.nationaldrugstrategy.gov.au/internet/drugstrategy/publishing.nsf/Content/587B37DD618C95B8CA257452001CD325/$File/23may08.pdf).

10.8.4.1 Menthol and flavour capsule cigarettes

News reports and research:

1. Emond JA, Soneji S, Brunette MF, and Sargent JD. Flavour capsule cigarette use among US adult cigarette smokers. Tobacco Control, 2018. Available from: <http://tobaccocontrol.bmj.com/content/early/2018/01/23/tobaccocontrol-2017-054198.info>

2. Emond JA, Soneji S, Brunette MF, and Sargent JD. Flavour capsule cigarette use among US adult cigarette smokers. Tobacco Control, 2018.

3. Wackowski OA, Evans KR, Harrell MB, Loukas A, Lewis MJ, et al. In their own words: Young adults' menthol cigarette initiation, perceptions, experiences and regulation

tobaccoinaustralia.org.au

Tobacco in Australia

Facts & Issues

perspectives Nicotine & Tobacco Research, 2017. Available from: <https://academic.oup.com/ntr/article-abstract/doi/10.1093/ntr/ntx048/3002783/In-Their-Own-Words-Young-Adults-Menthol-Cigarette?redirectedFrom=fulltext>

4. No authors listed. One major European country looks set to be completely cigarette-free. JOE, 2017. Available from: <https://www.joe.ie/news/one-major-european-country-looks-set-completely-cigarette-free-574123>

5. listed Na. #nomentholmondays: The targeted marketing of menthols and african-American history. Truth Initiative (American Legacy Foundation), 2016. Available from: <http://truthinitiative.org/news/nomentholmondays-targeted-marketing-menthols-and-african-american-history>

6. No authors listed. BAT launches dunhill superslim capsule cigarette. The Korea Herald, 2014. Available from: <http://www.koreaherald.com/view.php?ud=20141105000745>

10.8.4.2 Flavoured roll-your-own and pipe tobacco

News reports and research:

1. Leavens EL, Driskill LM, Molina N, Eissenberg T, Shihadeh A, et al. Comparison of a preferred versus non-preferred waterpipe tobacco flavour: Subjective experience, smoking behaviour and toxicant exposure. Tobacco Control, 2018; 27(3):319–24. Available from: <http://tobaccocontrol.bmj.com/content/tobaccocontrol/27/3/319.full.pdf>

2. Calantzopoulos A. Remarks by Andre Calantzopoulos, chief executive officer Philip Morris International inc. JP Morgan Global Tobacco conference, London, United Kingdom, 2007, Philip Morris International Inc: Lausanne.

3. Australian Convenience Store News. Rising to the challenge. Australian Convenience Store News Balmain, New South Wales: Berg Bennett, 2007. Last update: Viewed Available from: http://c-store.net.au/magazine/article_view.php?id=121.

Tobacco in Australia

Facts & Issues

10.8.5 Organic, additive-free, and 'green' cigarettes and tobacco

News reports and research:

1. Baig SA, Byron MJ, Lazard AJ, and Brewer NT. "Organic," "natural," and "additive-free" cigarettes: Comparing the effects of advertising claims and disclaimers on perceptions of harm. *Nicotine & Tobacco Research*, 2018:nty036–nty. Available from: <http://dx.doi.org/10.1093/ntr/nty036>
2. No authors listed. Are organic or natural cigarettes safer to smoke? Truth Initiative (American Legacy Foundation), 2017. Available from: <https://truthinitiative.org/news/are-organic-or-natural-cigarettes-safer-smoke>
3. No authors listed. Are organic or natural cigarettes safer to smoke? Truth Initiative (American Legacy Foundation), 2017. Available from: <https://truthinitiative.org/news/are-organic-or-natural-cigarettes-safer-smoke>
4. No authors listed. Study finds smokers wrongly believe natural American spirit cigarettes are healthier. *Medical Xpress*, 2017. Available from: <https://medicalxpress.com/news/2017-10-smokers-wrongly-natural-american-spirit.html>
5. No authors listed. Rai's santa fe & FDA reach product labeling agreement. *Convenience Store News*, 2017. Available from: <http://www.csnews.com/product-categories/tobacco/rais-santa-fe-fda-reach-product-labeling-agreement>
6. No authors listed. White owl emerald & white owl platinum. *Convenience Store News*, 2017. Available from: <http://www.csnews.com/product-categories/tobacco/white-owl-emerald-white-owl-platinum>
7. No authors listed. USA: FDA criticised for failing to protect public from misleading claims on natural American spirit cigarettes. The Truth Initiative and Campaign for Tobacco Free Kids, 2017. Available from: http://www.spoke.com/press_releases/58b88aa7b2c986dc5800d759
8. No authors listed. Memorandum of agreement between the United States food and drug administration's (FDA) center for Tobacco products (ctp) and rai services company (rais)/santa fe natural Tobacco company, inc. (santa fe). Campaign for Tobacco-Free Kids (CTFK), 2017. Available from: http://www.tobaccofreekids.org/content/press_office/2017/NASagreement.pdf

Tobacco in Australia

Facts & Issues

9. No authors listed. Reynolds gets to keep 'natural' brand name. CSP, 2017. Available from: <http://www.cspdailynews.com/category-news/tobacco/articles/reynolds-gets-keep-natural-brand-name>

10. No authors listed. FDA/santa fe natural Tobacco agreement fails to protect the public from misleading claims and imagery on natural American spirit cigarettes. Campaign for Tobacco-Free Kids (CTFK), 2017. Available from: http://www.tobaccofreekids.org/press_releases/post/2017_03_02_fda

11. Gratale SK, Maloney EK, Sangalang A, and Cappella JN. Influence of natural American spirit advertising on current and former smokers' perceptions and intentions. Tobacco Control, 2017. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29055882>

12. Gratale S, Maloney E, Sangalang A, and Cappella J. Influence of natural American spirit advertising on current and former smokers' perceptions and intentions. Tobacco Control, 2017. Available from: <http://tobaccocontrol.bmj.com/content/early/2017/10/20/tobaccocontrol-2017-053881>

<http://www.ncbi.nlm.nih.gov/pubmed/29055882>

13. Craver R. Judge dismisses several lawsuits against natural American spirit. Winston-Salem Journal, 2017. Available from: http://www.journalnow.com/business/judge-dismisses-several-lawsuits-against-natural-american-spirit/article_256b359c-4a27-5d47-b322-b451458f1301.html

14. Craver R. Judge dismisses several lawsuits against natural American spirit. Winston-Salem Journal, 2017. Available from: http://www.journalnow.com/business/judge-dismisses-several-lawsuits-against-natural-american-spirit/article_256b359c-4a27-5d47-b322-b451458f1301.html

15. Abcede A. Packaging, marketing makeover for natural American spirit cigarettes. CSP Daily News, 2017. Available from: <http://www.cspdailynews.com/category-news/tobacco/articles/packaging-marketing-makeover-natural-american-spirit-cigarettes>

16. O'Connor RJ, Lewis MJ, Adkison SE, Bansal-Travers M, and Cummings KM. Perceptions of "natural" and "additive-free" cigarettes and intentions to purchase. Health Educ Behav, 2016. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27281493>

17. Byron MJ, Baig SA, Morocco KE, and Brewer NT. Adolescents' and adults' perceptions of 'natural', 'organic' and 'additive-free' cigarettes, and the required disclaimers. Tobacco Control, 2016; 25(5):517–20. Available from: <http://tobaccocontrol.bmj.com/content/25/5/517.abstract>

tobaccoinaustralia.org.au

Tobacco in Australia

Facts & Issues

-
18. No authors listed. FDA issues warning letters to "natural" tobacco makers. Yahoo! News/AP 2015. Available from: <https://uk.finance.yahoo.com/news/fda-issues-warning-letters-natural-154358972.html>
19. listed Na. FDA warns tobacco brands about 'natural' labels. Truth in Advertising / TINA.org, 2015. Available from: <https://www.truthinadvertising.org/fda-warns-tobacco-brands-about-natural-labels/>
20. Furlow B. US government targets "natural" cigarette marketing claims. The Lancet Respiratory Medicine, 2015. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26365417>
21. Craver R. Reynolds, subsidiary face another additive-free claim lawsuit. Winston-Salem Journal, 2015. Available from: http://www.journalnow.com/business/business_news/local/reynolds-subsiadiary-face-another-additive-free-claim-lawsuit/article_cd9c0a62-299f-5cc0-b9ee-4419d61e097d.html
22. Byron MJ, Baig SA, Moracco KE, and Brewer NT. Adolescents' and adults' perceptions of 'natural', 'organic' and 'additive-free' cigarettes, and the required disclaimers. Tobacco Control, 2015. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26628496>
23. Santa Fe Natural Tobacco Company. Corporate website. Winston-Salem, North Carolina: Reynolds American Inc, 2008. Last update: Viewed Available from: <http://www.nascigs.com/>.
24. Am Trading. Corporate website. Akwesasne, New York: Amtrading, 2008. Last update: Viewed Available from: <http://www.amtrading.us/main.html>.

10.8.6 Slim, extra-long, and shorter cigarettes

News reports and research:

1. No authors listed. Smoking myth gives slim cigarettes rising popularity in china. Xinhuanet News 2015. Available from: http://news.xinhuanet.com/english/2015-11/09/c_134797950.htm

Tobacco in Australia

Facts & Issues

10.8.7 Filter innovations

News reports and research:

10.8.8 Product and packaging responses to plain packaging legislation: pre- and immediately post- implementation

News reports and research:

1. Moodie C, Mackintosh AM, Brown A, and al e. Tobacco marketing awareness on youth smoking susceptibility and perceived prevalence before and after an advertising ban. *European Journal of Public Health*, 2008; 18(484-90).

2. Bokaie J. Tobacco firms in pack design work, in *Brand Republic*2008. Available from: <http://www.brandrepublic.com/News/846210/Tobacco-firms-pack-design-work/>

3. Chapman S. Australia: British American Tobacco 'addresses' youth smoking. *Tobacco Control*, 2007; 16(1):2–a–3. Available from: <http://tobaccocontrol.bmj.com/cgi/reprint/16/1/2-a>

4. Wakefield M, Morley C, and Horan J. The cigarette pack as image: New evidence from tobacco industry documents. *Tobacco Control*, 2002; 11(suppl. 1):i73–80. Available from: http://tobaccocontrol.bmj.com/cgi/reprint/11/suppl_1/i73.pdf

tobaccoinaustralia.org.au