

# GET READY FOR PLAIN PACKAGING

No logos, colours,  
brand images  
or promotional  
information

Pack surfaces in  
a standard colour

Brand and product  
names in a standard  
colour and font

This poster is based on an image provided by the © Commonwealth of Australia.

Tobacco Company Name  
Company Address  
State, Postcode  
Country of Manufacture  
Phone: 1 800 000 000  
ALPHANUMERIC CODE  
13211231



SMOKING  
HARMS UNBORN  
BABIES



Graphic health  
warnings used in  
conjunction with  
plain packaging

Brand  
Variant

25

- Reduce attractiveness of tobacco packaging
- Eliminate tobacco advertising and promotion
- Limit deceptive tobacco packaging
- Increase effectiveness of tobacco health warnings

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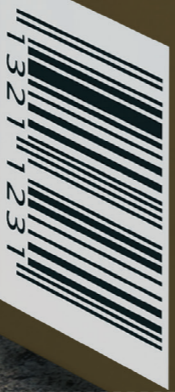
Brand and product names in a standard colour and font

**SMOKING  
CAUSES  
BLINDNESS**

Graphic health warnings used in conjunction with plain packaging

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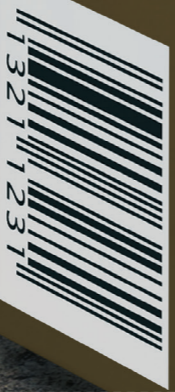
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SMOKING CAUSES  
PERIPHERAL  
VASCULAR DISEASE

GANGRENE



Graphic health warnings used in conjunction with plain packaging

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- Limit deceptive tobacco packaging
- Increase effectiveness of tobacco health warnings



World Health  
Organization

31MAY:WORLDNOTOBACCO DAY

[www.who.int/world-no-tobacco-day](http://www.who.int/world-no-tobacco-day)

#NoTobacco