

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

**SMOKING
CAUSES
BLINDNESS**

Graphic health
warnings used in
conjunction with
plain packaging

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

Tobacco Company Name
Company Address
Country of Manufacture
Phone: 1 800 000 000
ALPHANUMERIC CODE
13 21 1 23 1



Brand
Variant

25

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



Pan American
Health
Organization



World Health
Organization
REGIONAL OFFICE FOR THE Americas



World Health
Organization

31MAY:WORLDNOTOBACCODAY

www.who.int/world-no-tobacco-day

#NoTobacco