The case for banning slims and superslims cigarettes

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Disclosure of Interest: None Declared
Armenia: Japan Tobacco 2009 int’l launch

Switzerland

Russia

Cigarette Industry Volume\(^{(a)}\)

<table>
<thead>
<tr>
<th>Year</th>
<th>Slims(^{(b)})</th>
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<tbody>
<tr>
<td>2008</td>
<td>221</td>
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<tr>
<td>2012</td>
<td>347</td>
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Share of Total Cigarette Industry

- 2008: 7%
- 2012: 11%

Melbourne, 4 December 2014
Rationale supporting ban on slims/superslims

- No reason to allow slims
- Targeting women/girls unacceptable
- Outrageous industry marketing
- Associates with thin body image, weight loss, fashion, sophistication
- Stylish “purse” or “perfume” packs
- Perceived less harmful
- Distorts package health warnings
- Passed industry scream test – EU 7.5mm proposal
- EU (2016), Australia have minimum package dimensions