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Anna Soubry MP
Department of Health
Richmond House
79 Whitehall
London, SW1A 2NS



29th January 2013

Dear Minister,

We are writing to you in relation to the Department of Health's consultation on standardised packaging of tobacco products (16th April to 10th August 2012).

This consultation will form the basis of the department's decision whether or not to propose a policy of plain (standardised) packaging. It is therefore vital that the Department has the upmost confidence in the consultation and the resulting evidence.

As I am sure you will be aware, concerns over this consultation and evidence have already been raised, not least in the Impact Assessment (IA).

We share these concerns and therefore commissioned an independent, expert analysis of the consultation.

In short, the analysis (enclosed) concludes that the Department of Health's consultation and its systematic review of the evidence commissioned by the department for this consultation, is fundamentally flawed in four critical areas.

As I am sure you will appreciate, this presents a very real danger that the Department may base its decision on a seriously flawed consultation and evidence base.

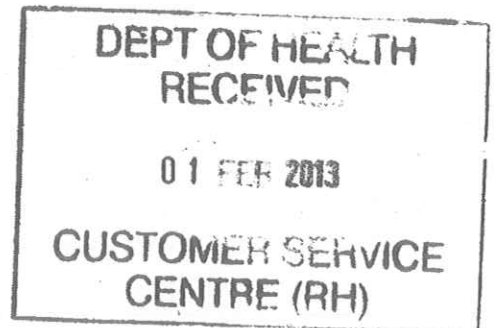
We would therefore ask that you give your urgent, considered and personal attention to this report and its implications. We will, of course, be available to discuss this at your earliest opportunity.

Yours sincerely,

Martin Inkster
Managing Director UK and Ireland
Philip Morris Limited

Cc:

- The Rt Hon David Cameron MP, Prime Minister
- The Rt Hon George Osborne MP, Chancellor of the Exchequer
- The Rt Hon Theresa May MP, Home Secretary
- The Rt Hon Dr Vincent Cable MP, Secretary of State for Business, Innovation and Skills
- Viscount Younger of Leckie, Parliamentary Under Secretary of State for Intellectual Property
- The Rt Hon Dominic Grieve QC, Attorney General
- The Rt Hon Eric Pickles MP, Secretary of State for Communities and Local Government





Selecting the Evidence to Fit the Policy

*An Evaluation of the Department of Health's Consultation on
Standardised Tobacco Packaging*

Rupert Darwall

January 2013