

From: [REDACTED]
Sent: 12 December 2013 18:03
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: Request for Advice: Standardised Packaging

Hi [REDACTED],

As requested, I've had a look at the PRU statement on standardised packaging. Facts are correct, but I have two suggestions to make to ensure consistency with the terms that the Government is using and may be used if it is decided to proceed with regulation after considering the independent review findings:

- We refer to **standardised** packaging, rather than plain packaging (as packs are not plain and this terminology is considered misleading).
- The policy refers not just to cigarette packaging, but to **tobacco** more broadly, to allow products such as rolling tobacco to be covered.

Hope this helps

[REDACTED]

[REDACTED]

Tobacco Policy