

Peter Sheridan  
Director  
Common Sense Alliance

**Independent review of public health evidence on standardised packaging of tobacco products**

Thank you for your letter of 6 December about the review of standardised packaging of tobacco products.

You ask for the review Sir Cyril Chantler is undertaking on whether the introduction of standardised tobacco packaging is likely to have an effect on public health, to be extended to include the possible impact on the illicit tobacco trade. I am afraid this is not possible.

It may help if I explain the process by which decisions will be made on tobacco packaging. The Government is well aware of the range of issues raised by various sectors in their responses to last year's consultation, including those that you have highlighted. Once Sir Cyril makes his report next March, then Health Ministers, and the Government as a whole, will need to consider his report alongside other relevant aspects raised by this policy, including the potential impact on the illicit tobacco trade, before making a final decision.

We note from your website, that the Common Sense Alliance is supported by British American Tobacco. I must draw your attention to the fact that, as a signatory to the World Health Organization Framework Convention on Tobacco Control, the Government has a duty to protect tobacco control policy development and implementation from the commercial and other vested interests of the tobacco industry.

Yours sincerely