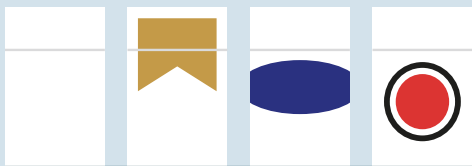


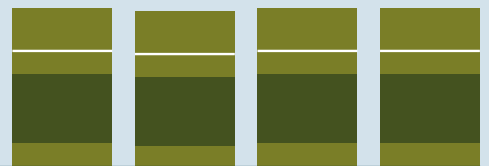
# One year on, plain packaging is failing in the UK



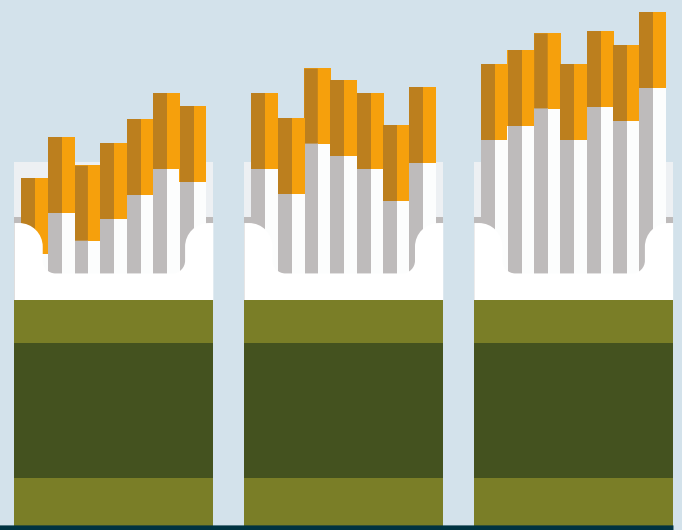
Since May 2017, all cigarette and hand rolling tobacco products sold in the UK must be in standardised 'plain' packaging.



However, the evidence already shows that this policy is failing and is having unintended consequences.



Despite claims that plain packaging would reduce smoking, recent independent data shows that smoking levels are now higher than before plain packaging was introduced.



Source: Smoking Toolkit Study, 3 month moving average of smoking prevalence from Dec 2017 to March 2018 compared to previous year.





**Fake plain packaged products have been found by law enforcement agencies across the UK reflecting the warnings made by law enforcement, business groups, politicians and intellectual property experts ahead of its introduction.**

Source: E.g. <https://www.betterretailing.com/first-plain-packs-discovered>

**It's no surprise plain packaging is failing in the UK – it's failed in every other country where it has been introduced.**

**For example, France introduced plain packaging in 2017, however the French Health Minister recently admitted:**

*“ Plain packaging did not contribute to the decrease of official tobacco sales. ”*

Source: <https://www.checkout.ie/french-health-minister-admits-failure-plain-packaging-cigarette-sales-rise/53540>



**The Government therefore needs to review its support for plain packaging given that it is clearly now failing in the UK.**

