From: Edwin Poh <[redacted]>
Sent: Thursday, 8 February 2018 9:47 AM
To: MOH Tobacco Control (MOH) <Tobacco_Control@moh.gov.sg>
Subject: Public Feedback on Tobacco packaging extracted from ST

Dear MOH,

Enclosed is a very simple tobacco packaging for your consideration. The design shows the packaging carrying basic colors white and black- choosing between purity against tar

Studies have shown that plain design for packaging might deter smokers to lit up.

References:

http://www.who.int/tobacco/publications/industry/plain-packaging-tobacco-products/en/

With suitable messaging on the packaging, it will trigger smoker's behavior before action.

Some of the messages can be:

"Smoking give you cancer. Think about it"

"Save more $ by not smoking"

"A moment to lit up, a lifetime of health issues"

A few ideas to reinforce messaging will be having the messages printed on prominent areas such as:

- individual cigarette

- printed messaging on the foil

Just contributing some of my thoughts into this since i chanced upon the article.

PS:I am not a smoker.

Thanks!

Regards

Edwin