



# The campaign against plain cigarette packs.

## Guess who's pulling the strings.

The so-called Alliance of Australian Retailers is a sham created last month so global tobacco companies can pump a reported \$5m into an ad campaign opposing Australia's introduction of plain cigarette packaging. Both Coles and Woolworths hurriedly distanced themselves from it. Even the spokesperson for the campaign changed in the last week.

The ads say plain packaging won't work. But if it won't work, why spend millions hoodwinking the Australian public with a sham organisation opposing it?

Plain packaging will stop children taking up the habit. It will reduce smoking and save Australian lives. And Big Tobacco knows it. Next time you see ads with long-faced retailers saying we shouldn't introduce it, remember who's pulling the strings.

A public health message supported by

