

MESSAGE 1

IMAGE 1

<p>Smoking delivers nicotine in a highly addictive form making it hard to control the amount you smoke or to quit. When you smoke you inhale more than 40 poisons which are known to cause cancers, damage lungs, and clog up blood vessels. These poisons include: tar, nitrosamines, benzopyrenes and carbon monoxide. There is no such thing as a safe cigarette.</p>	 <p>YOU ARE NOT THE ONLY ONE SMOKING THIS CIGARETTE Ministry of Health Warning</p> <p>BRAND cigarettes</p> <p><i>Quality Treated</i></p>	<p>YOU ARE NOT THE ONLY ONE SMOKING THIS CIGARETTE Ehara i te mea ko koe anake kei te momi i te hikareti nei</p> <p>Smoking during pregnancy increases the risk of miscarriage, stillbirth, premature birth, complications during birth or the baby having a smaller brain and body.</p> <p>You can Quit smoking. Call Quitline 0800 778 778 or talk to your Doctor or pharmacist or visit www.quitline.org.nz</p> <p>Ka TAEA e koe te whakamutu ināia tonu nei. Waea atu ki Me Mutu 0800 778 778</p> <p>BRAND cigarettes</p> <p><i>Quality Treated</i></p>
--	---	---

IMAGE 2

<p>Smoking delivers nicotine in a highly addictive form making it hard to control the amount you smoke or to quit. When you smoke you inhale more than 40 poisons which are known to cause cancers, damage lungs, and clog up blood vessels. These poisons include: tar, nitrosamines, benzopyrenes and carbon monoxide. There is no such thing as a safe cigarette.</p>	 <p>YOU ARE NOT THE ONLY ONE SMOKING THIS CIGARETTE Ministry of Health Warning</p> <p>BRAND cigarettes</p> <p><i>Quality Treated</i></p>	<p>YOU ARE NOT THE ONLY ONE SMOKING THIS CIGARETTE Ehara i te mea ko koe anake kei te momi i te hikareti nei</p> <p>You can Quit smoking. Call Quitline 0800 778 778 or talk to your Doctor or pharmacist or visit www.quitline.org.nz</p> <p>Ka TAEA e koe te whakamutu ināia tonu nei. Waea atu ki Me Mutu 0800 778 778</p> <p>BRAND cigarettes</p> <p><i>Quality Treated</i></p>
--	---	---

MESSAGE 1 continued

IMAGE 3

The image shows two cigarette packs side-by-side. Each pack has a white warning label at the top and a blue body with the brand name 'BRAND' in orange and 'cigarettes' in white. Below the brand name is a wavy blue line and the words 'Quality Trusted' in a small font. The left pack's warning label is white with red text, and the right pack's is white with black text. To the left of the packs is a vertical text box with a black border containing English text.

Smoking delivers nicotine in a highly addictive form making it hard to control the amount you smoke or to quit. When you smoke you inhale more than 40 poisons which are known to cause cancers, damage lungs, and clog up blood vessels. These poisons include: tar, nitrosamines, benzopyrenes and carbon monoxide.
There is no such thing as a safe cigarette.

YOU ARE NOT THE ONLY ONE SMOKING THIS CIGARETTE
Ministry of Health Warning
Ehara i te mea ko koe anake kei te momi i te hikareti nei

YOU ARE NOT THE ONLY ONE SMOKING THIS CIGARETTE
Ehara i te mea ko koe anake kei te momi i te hikareti nei
Smoking during pregnancy increases the risk of miscarriage, stillbirth, premature birth, complications during birth or the baby having a smaller brain and body. You can Quit smoking. Call Quitline 0800 778 778 or talk to your Doctor or pharmacist or visit www.quitline.org.nz
Ka TAEA e koe te whakamutu i nāia tonu nei. Waea atu ki Me Mutu 0800 778 778

BRAND
cigarettes
Quality
Trusted

BRAND
cigarettes
Quality
Trusted

IMAGE 4

The image shows two cigarette packs side-by-side, identical in design to Image 3. Each pack has a white warning label at the top and a blue body with the brand name 'BRAND' in orange and 'cigarettes' in white. Below the brand name is a wavy blue line and the words 'Quality Trusted' in a small font. The left pack's warning label is white with yellow text, and the right pack's is white with black text. To the left of the packs is a vertical text box with a black border containing English text.

Smoking delivers nicotine in a highly addictive form making it hard to control the amount you smoke or to quit. When you smoke you inhale more than 40 poisons which are known to cause cancers, damage lungs, and clog up blood vessels. These poisons include: tar, nitrosamines, benzopyrenes and carbon monoxide.
There is no such thing as a safe cigarette.

YOU ARE NOT THE ONLY ONE SMOKING THIS CIGARETTE
Ministry of Health Warning
Ehara i te mea ko koe anake kei te momi i te hikareti nei

YOU ARE NOT THE ONLY ONE SMOKING THIS CIGARETTE
Ehara i te mea ko koe anake kei te momi i te hikareti nei
Smoking during pregnancy increases the risk of miscarriage, stillbirth, premature birth, complications during birth or the baby having a smaller brain and body. You can Quit smoking. Call Quitline 0800 778 778 or talk to your Doctor or pharmacist or visit www.quitline.org.nz
Ka TAEA e koe te whakamutu i nāia tonu nei. Waea atu ki Me Mutu 0800 778 778

BRAND
cigarettes
Quality
Trusted

BRAND
cigarettes
Quality
Trusted

MESSAGE 2

IMAGE 1

Smoking delivers nicotine in a highly addictive form making it hard to control the amount you smoke or to quit. When you smoke you inhale more than 40 poisons which are known to cause cancer, damage lungs, and clog up blood vessels. These poisons include: tar, nitrosamines, benzopyrenes and carbon monoxide.
There is no such thing as a safe cigarette.



SMOKING CAUSES BLINDNESS
**Ki te whakamutu koe ināianei,
 ka tino piki tō ora**
 Ministry of Health Warning

BRAND
 cigarettes

Quality
 Focused

Copyright Commonwealth of Australia

SMOKING CAUSES BLINDNESS

Smoking causes irreversible damage to the back of the eye. Central vision is lost, blindness may follow.

You can Quit smoking. Call Quitline 0800 778 778 or talk to your Doctor or pharmacist or visit www.quitline.org.nz

Ka TAEA e koe te whakamutu ināia tonu nei. Waea atu ki Me Muri 0800 778 778

BRAND
 cigarettes

Quality
 Focused

IMAGE 2

Smoking delivers nicotine in a highly addictive form making it hard to control the amount you smoke or to quit. When you smoke you inhale more than 40 poisons which are known to cause cancer, damage lungs, and clog up blood vessels. These poisons include: tar, nitrosamines, benzopyrenes and carbon monoxide.
There is no such thing as a safe cigarette.



SMOKING CAUSES BLINDNESS
Ki te whakamutu koe ināianei, ka tino piki tō ora
 Ministry of Health Warning

BRAND
 cigarettes

Quality
 Focused

Copyright Commonwealth of Australia

SMOKING CAUSES BLINDNESS

Smoking causes irreversible damage to the back of the eye. Central vision is lost, blindness may follow.

You can Quit smoking. Call Quitline 0800 778 778 or talk to your Doctor or pharmacist or visit www.quitline.org.nz

Ka TAEA e koe te whakamutu ināia tonu nei. Waea atu ki Me Muri 0800 778 778

BRAND
 cigarettes

Quality
 Focused

MESSAGE 2 continued

IMAGE 3

Smoking delivers nicotine in a highly addictive form making it hard to control the amount you smoke or to quit. When you smoke you inhale more than 40 poisons which are known to cause cancer, damage lungs, and clog up blood vessels. These poisons include: tar, nitrosamines, benzopyrenes and carbon monoxide.
There is no such thing as a safe cigarette.

**SMOKING CAUSES
BLINDNESS**

Ki te whakamutu koe ināianei,
ka tino piki tō ora

Ministry of Health Warning

**SMOKING CAUSES
BLINDNESS**

Smoking causes irreversible damage to the back of the eye. Central vision is lost, blindness may follow.

You can Quit smoking. Call Quitline 0800 778 778 or talk to your Doctor or pharmacist or visit www.quitline.org.nz

Ka TAEA e koe te whakamutu ināia tonu nei. Waea atu ki Me Mutu 0800 778 778

BRAND
cigarettes

*Quality
Trusted*

BRAND
cigarettes

*Quality
Trusted*

IMAGE 4

Smoking delivers nicotine in a highly addictive form making it hard to control the amount you smoke or to quit. When you smoke you inhale more than 40 poisons which are known to cause cancer, damage lungs, and clog up blood vessels. These poisons include: tar, nitrosamines, benzopyrenes and carbon monoxide.
There is no such thing as a safe cigarette.

**SMOKING CAUSES
BLINDNESS**

Ki te whakamutu koe ināianei,
ka tino piki tō ora

Ministry of Health Warning

**SMOKING CAUSES
BLINDNESS**

Smoking causes irreversible damage to the back of the eye. Central vision is lost, blindness may follow.

You can Quit smoking. Call Quitline 0800 778 778 or talk to your Doctor or pharmacist or visit www.quitline.org.nz

Ka TAEA e koe te whakamutu ināia tonu nei. Waea atu ki Me Mutu 0800 778 778

BRAND
cigarettes

*Quality
Trusted*

BRAND
cigarettes

*Quality
Trusted*

MESSAGE 3

IMAGE 1

Smoking delivers nicotine in a highly addictive form making it hard to control the amount you smoke or to quit. When you smoke you inhale more than 40 poisons which are known to cause cancer, damage lungs, and clog up blood vessels. These poisons include: tar, nitrosamines, benzopyrene and carbon monoxide.
There is no such thing as a safe cigarette.



QUITTING NOW WILL IMPROVE YOUR HEALTH.
Ministry of Health Warning

BRAND
cigarettes

Quality Fused

QUITTING NOW WILL IMPROVE YOUR HEALTH.
Ki te whakamutu koe ināianei, ka tino piki tō ora.

People who quit smoking immediately begin to reduce their chances of developing heart disease, cancer, breathing problems or infections.

You can Quit smoking. Call Quitline 0800 778 778 or talk to your Doctor or pharmacist or visit www.quitline.org.nz

BRAND
cigarettes

Quality Fused

IMAGE 2

Smoking delivers nicotine in a highly addictive form making it hard to control the amount you smoke or to quit. When you smoke you inhale more than 40 poisons which are known to cause cancer, damage lungs, and clog up blood vessels. These poisons include: tar, nitrosamines, benzopyrene and carbon monoxide.
There is no such thing as a safe cigarette.



QUITTING NOW WILL IMPROVE YOUR HEALTH.
Ministry of Health Warning

BRAND
cigarettes

Quality Fused

QUITTING NOW WILL IMPROVE YOUR HEALTH.
Ki te whakamutu koe ināianei, ka tino piki tō ora.

People who quit smoking immediately begin to reduce their chances of developing heart disease, cancer, breathing problems or infections.

You can Quit smoking. Call Quitline 0800 778 778 or talk to your Doctor or pharmacist or visit www.quitline.org.nz

BRAND
cigarettes

Quality Fused

MESSAGE 3 continued

IMAGE 3

Smoking delivers nicotine in a highly addictive form making it hard to control the amount you smoke or to quit. When you smoke you inhale more than 40 poisons which are known to cause cancer, damage lungs, and clog up blood vessels. These poisons include: tar, nitrosamines, benzopyrenes and carbon monoxide.

There is no such thing as a safe cigarette.

**QUITTING NOW
WILL IMPROVE
YOUR HEALTH**

Ki te whakamutu koe ināianei,
ka tino piki tō ora

Ministry of Health Warning

**QUITTING NOW WILL
IMPROVE YOUR HEALTH.**

Ki te whakamutu koe ināianei,
ka tino piki tō ora.

People who quit smoking immediately begin to reduce their chances of developing heart disease, cancer, breathing problems or infections.

You can Quit smoking. Call Quitline 0800 778 778 or talk to your Doctor or pharmacist or visit www.quitline.org.nz

BRAND

cigarettes

Quillit
Taururu

BRAND

cigarettes

Quillit
Taururu

IMAGE 4

Smoking delivers nicotine in a highly addictive form making it hard to control the amount you smoke or to quit. When you smoke you inhale more than 40 poisons which are known to cause cancer, damage lungs, and clog up blood vessels. These poisons include: tar, nitrosamines, benzopyrenes and carbon monoxide.

There is no such thing as a safe cigarette.

**QUITTING NOW
WILL IMPROVE
YOUR HEALTH**

Ki te whakamutu koe ināianei,
ka tino piki tō ora

Ministry of Health Warning

**QUITTING NOW WILL
IMPROVE YOUR HEALTH.**

Ki te whakamutu koe ināianei,
ka tino piki tō ora.

People who quit smoking immediately begin to reduce their chances of developing heart disease, cancer, breathing problems or infections.

You can Quit smoking. Call Quitline 0800 778 778 or talk to your Doctor or pharmacist or visit www.quitline.org.nz

BRAND

cigarettes

Quillit
Taururu

BRAND

cigarettes

Quillit
Taururu

MESSAGE 4

IMAGE 1

Smoking delivers nicotine in a highly addictive form making it hard to control the amount you smoke or to quit. When you smoke you inhale more than 40 poisons which are known to cause cancer, damage lungs, and clog up blood vessels. These poisons include tar, radioactive benzopyrene and carbon monoxide.

There is no such thing as a safe cigarette.



Studies have shown that tobacco can be harder to quit than heroin or cocaine.

CIGARETTES ARE HIGHLY ADDICTIVE

Ministry of Health Warning

BRAND
cigarettes

Quality Preferred

Source: Health Canada website and Media Photo Gallery, Health Canada, <http://www.hc-sc.gc.ca> © Reproduced with the permission of the Minister of Public Works and Government Services Canada, 2004.



CIGARETTES ARE HIGHLY ADDICTIVE

Ministry of Health Warning

Studies have shown that tobacco can be harder to quit than heroin or cocaine.

You can Quit smoking. Call Quitline 0800 778 778 or talk to your Doctor or pharmacist or visit www.quitline.org.nz

Ka TACA e koe te whakamutu i tōna tōnu nei. Waea atu ki Me Muri 0800 778 778

BRAND
cigarettes

Quality Preferred

IMAGE 2

Smoking delivers nicotine in a highly addictive form making it hard to control the amount you smoke or to quit. When you smoke you inhale more than 40 poisons which are known to cause cancer, damage lungs, and clog up blood vessels. These poisons include tar, radioactive benzopyrene and carbon monoxide.

There is no such thing as a safe cigarette.



Studies have shown that tobacco can be harder to quit than heroin or cocaine.

CIGARETTES ARE HIGHLY ADDICTIVE

Ministry of Health Warning

BRAND
cigarettes

Quality Preferred

Source: Health Canada website and Media Photo Gallery, Health Canada, <http://www.hc-sc.gc.ca> © Reproduced with the permission of the Minister of Public Works and Government Services Canada, 2004.



CIGARETTES ARE HIGHLY ADDICTIVE

Studies have shown that tobacco can be harder to quit than heroin or cocaine.

You can Quit smoking. Call Quitline 0800 778 778 or talk to your Doctor or pharmacist or visit www.quitline.org.nz

Ka TACA e koe te whakamutu i tōna tōnu nei. Waea atu ki Me Muri 0800 778 778

BRAND
cigarettes

Quality Preferred

MESSAGE 4 continued

IMAGE 3

Smoking delivers nicotine in a highly addictive form making it hard to control the amount you smoke or to quit. When you smoke you inhale more than 40 poisons which are known to cause cancer, damage lungs, and clog up blood vessels. These poisons include: tar, nitrosamines, benzopyrenes and carbon monoxide.

There is no such thing as a safe cigarette.

**CIGARETTES ARE
HIGHLY ADDICTIVE**

Ministry of Health Warning

**Studies have shown that
tobacco can be harder to
quit than heroin or cocaine.**

**CIGARETTES ARE
HIGHLY ADDICTIVE**

Ministry of Health Warning

Studies have shown that tobacco can be
harder to quit than heroin or cocaine.

You can Quit smoking. Call Quitline 0800
778 778 or talk to your Doctor or pharmacist
or visit www.quitline.org.nz
Ka TAEA e koe te whakamutu i nāia tonu
nei. Waea atu ki Me Mutu 0800 778 778

BRAND

cigarettes

Quality
Tobacco

BRAND

cigarettes

Quality
Tobacco

IMAGE 4

Smoking delivers nicotine in a highly addictive form making it hard to control the amount you smoke or to quit. When you smoke you inhale more than 40 poisons which are known to cause cancer, damage lungs, and clog up blood vessels. These poisons include: tar, nitrosamines, benzopyrenes and carbon monoxide.

There is no such thing as a safe cigarette.

**CIGARETTES ARE
HIGHLY ADDICTIVE**

Ministry of Health Warning

**Studies have shown that
tobacco can be harder to
quit than heroin or cocaine.**

**CIGARETTES ARE
HIGHLY ADDICTIVE**

Ministry of Health Warning

Studies have shown that tobacco can be
harder to quit than heroin or cocaine.

You can Quit smoking. Call Quitline 0800
778 778 or talk to your Doctor or pharmacist
or visit www.quitline.org.nz
Ka TAEA e koe te whakamutu i nāia tonu
nei. Waea atu ki Me Mutu 0800 778 778

BRAND

cigarettes

Quality
Tobacco

BRAND

cigarettes

Quality
Tobacco