

No plain wrap

FROM my 15-year association with the retailing of tobacco products, packaging does not determine whether you smoke or not, if it does anything it determines what brand you smoke.

People will try a new brand from time to time for a change but in nearly all cases it is not because of the look of the packet but because it is new.

Inevitably most go back to what they know .

Currently 30 per cent of the front and 90 per cent of the back of all tobacco products sold in Australia have graphic health warnings on them.

I can assure you that the first thing my kids notice on a packet of cigarettes is the graphic health warnings, not the brand.

I fully agree with the importance of ensuring we prohibit the sale of

tobacco products to anyone under 18 years of age and fully support any educational program that assists in the prevention of this in our school system.

You would not find many school-aged kids who are not aware of the risks to one's health of smoking, as you would not find many school-aged kids who are not aware of the risks of obesity and alcohol

It is time health authorities stopped taking the easy way out on these issues with their recommendation of plain packaging and massive increases in taxes as this type of approach is only a Band-Aid solution which affects the people who can least afford it — being small business operators and those in lower socio-economic areas.

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