



# The World Foundation for Natural Science

## The New World Franciscan Scientific Endeavour of The New World Church

*Restoring and Healing the World through Responsibility and Commitment in accord with Natural and Divine Law!*

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Monday, May 30<sup>th</sup>, 2016

## World No Tobacco Day 2016: Worldwide plain packaging

Plain tobacco packaging or standardised packaging means the removal of all branding (colours, imagery, corporate logos and trademarks) from the pack. Manufacturers are only allowed to print the brand name at a prescribed size, font and place on the pack, in addition to the health warnings and any other legally mandated information.<sup>1</sup>

Why plain packaging? Primarily, plain packaging reduces the attractiveness of tobacco products, limits the use of tobacco packaging as a form of advertising, reduces misleading labelling and thus is an important demand reduction measure.

For '**World No Tobacco Day**', 31<sup>st</sup> May 2016, the World Health Organisation and the Secretariat of the WHO Framework Convention on Tobacco Control are calling on countries to get ready for plain (standardized) packaging of tobacco products.<sup>2</sup>



Australia introduced plain or standard packaging in December 2012. In 2014, the number of Australians over 14 who smoked daily dropped from 15.1% to 12.8% between 2010 and 2013, equivalent to a 15% reduction according to Australian government statistics. Although other factors are likely to have contributed to the drop, this was the only intervention policy introduced within the study period.<sup>3</sup>

Ireland has become in this month of May 2016 the second country in the world to introduce plain packaging. “Standardized packaging will strip away the illusions created by shiny, colourful cigarette packages and replace them with shocking images showing the real consequences of smoking,” said Dr James Reilly, Minister for Children and Youth Affairs.<sup>4</sup> Ireland has the vision of a tobacco-free country by 2025; currently tobacco consumption is responsible for one in five deaths in Ireland, i.e. 5,200 deaths every year.

The UK Government has also introduced plain packaging into the UK this month after four tobacco companies lost a legal challenge in the High Court just a few days ago. Mr Justice Green stated in his written ruling: “The essence of the case is about whether it is lawful for states to prevent the tobacco industry from continuing to make profits by using their trade marks and other rights to further what the World Health Organisation describes as a health crisis of epidemic proportions and which imposes an immense clean-up cost on the public purse.” And: “In my judgment the regulations are valid and lawful in all respects.”<sup>5</sup>

France, which has one of the highest smoking rates in Europe – 32 per cent of men and 26 per cent of women – passed a law at the end of 2015 prescribing plain packaging for

cigarette packages, too. After proposing the legislation in 2014, health minister Marisol Touraine emphasised that “we can’t accept that tobacco kills 73,000 people every year in our country – the equivalent of a plane crash every day with 200 people on board.”<sup>6</sup>

Since May 20<sup>th</sup> 2016 in the whole European Union, two thirds of the front and back side of cigarette packets have to be covered with shock pictures, and cigarettes with aromas like chocolate and vanilla, reducing the bitter taste of the tobacco<sup>7</sup>, are forbidden as they are especially seducing the youth.

However, there are still countries that are far behind. Switzerland is still an Eldorado for tobacco companies.<sup>8</sup> There are tobacco products that can be manufactured in Switzerland but are not allowed to be either produced or sold in the EU. For instance, cigarettes that contain more than 10 milligrams of tar, more than 1 milligram of nicotine and more than 10 milligrams of carbon monoxide. Even though they cannot be sold in Switzerland, they can be produced and exported. The multinational tobacco industry in Switzerland sold cigarettes to the approximate value of 522 million Swiss francs (about US\$500 million) in 2015 – ten years ago sales were 380 million Swiss francs! – which is about the same amount as the export of cheese! Plain packaging is not on the agenda in Switzerland because the Swiss Government compromised on behalf of the tobacco lobby. Compared to other countries in Europe, the situation regarding tobacco advertising is scandalous and only similar to Bulgaria and Andorra; all other nations have distinctly more restrictions.<sup>9</sup>

Of course, plain packaging is just one more step towards a tobacco-free world; however, a very important one. You can find fact-based information about the nefarious sale strategies of the tobacco companies, the manifold effects of smoking on our health and also very useful, potentially life-saving information about quitting smoking in our brand new English Fact Sheet [“Tobacco Products Have No Place In This World Anymore”](#).

The rates of smoking definitely have to decline, and preferably very fast, because there is evidence that smoking has a detrimental effect not only on health and health costs but also at a social and educational level. In a recent study in France, with a sample of 5,221 primary school children, it was shown beyond any doubt that children who have been exposed to smoke prior to or after birth, are more

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## Tobacco Products Have No Place In This World Anymore

**Smoking is an illness which can be cured**

Every six seconds a human being dies from the consequences of tobacco consumption... Tobacco products kill six million people each year worldwide; this corresponds to the entire population of Rio de Janeiro. More than five million people die from the consequences of direct tobacco consumption, meaning they were smokers; over 400,000 people die from passive smoking. In the 20th century tobacco killed one hundred million people (100,000,000). If the worldwide tobacco consumption epidemic is not stopped quickly, smoking will cause one billion deaths (1,000,000,000) in the 21st century. Every second person of today's 7.5 billion smokers will die from the consequences of his tobacco consumption, because he did not manage to quit early enough. Most smokers die in their middle years, between the ages of 35 and 65. Smoking is the main cause of cancer, especially lung cancer, which is hard to cure, and it is the main risk factor for six of the eight most common causes of death worldwide, namely: heart attack, stroke, pneumonia, chronic obstructive pulmonary disease (COPD), tuberculosis as well as cancers of the lung, bronchia and trachea (e.g. throat cancer). The good news: Today smoking is the single most preventable cause of death in the world. All you have to do is not to start smoking. Or, if you are a smoker, to stop.

**The Tobacco Industry's Plays**

In the year 2013, the profits of the six biggest tobacco firms amounted to US\$44.1 billion. That is more than the profits of Coca-Cola, Walt Disney, General Mills, FedEx, AT&T, Google, McDonald's and Starbucks added up to together in the same year (www.statista.com). But tobacco is the only legal drug that kills the majority of its consumers if it is used exactly in the way intended by its producer. The cigarette industry has known since the 1960s that the nicotine in their products turns people into the most highly addicted drug users. Yet, the industry brazenly denied this fact far into the 1990s – even when under oath in 2011. But the evidence is clear and the tobacco product manufacturers had to cave in, as far as this lie is concerned. Now they openly admit that their products are harmful and lead to addiction. Indeed, in the wealthy Western countries a shift in awareness has taken place in recent years and tobacco consumption continues to decrease. Thus, the tobacco industry feels impelled to look for new markets and therefore shifts its business more and more to countries with middle or lower incomes, mostly in Asia, Africa and the Eastern Mediterranean. These nations have the most potential economic, business and demographic growth. Unfortunately, they often then imitate the countries in consumer behaviour, meaning the increased consumption of fast foods and tobacco. As it happens, every third of the six trillion cigarettes (6,000,000,000,000) produced annually are already being smoked in China, with the corresponding consequences. Of the one-billion deaths...

**Figure 1: Tobacco products kill six million people worldwide every year. Enough. The Earth must become smoke-free!**

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aggressive, disobedient, and betray and lie more than children who were not exposed to smoke.<sup>10</sup> And this is just the tip of the iceberg. *Simply put, tobacco products are a worldwide individually and socially deadly and unacceptable nuisance and should be eliminated as fast as possible.*

<sup>1</sup> [https://en.wikipedia.org/wiki/Plain\\_tobacco\\_packaging](https://en.wikipedia.org/wiki/Plain_tobacco_packaging)

<sup>2</sup> <http://www.who.int/campaigns/no-tobacco-day/2016/en/>

<sup>3</sup> <http://www.gponline.com/smoking-rates-drop-introduction-plain-packaging-research-shows/article/1304671>

<sup>4</sup> [http://www.who.int/fctc/implementation/news/news\\_ire/en/](http://www.who.int/fctc/implementation/news/news_ire/en/)

<sup>5</sup> <http://www.bbc.co.uk/news/uk-36333450>

<sup>6</sup> <http://www.theverge.com/2016/4/4/11345936/france-plain-cigarette-pack-law>

<sup>7</sup> <http://www.tobaccopreventioncessation.com/pdf-63328-4544?filename=Welcoming%20the.pdf>

<sup>8</sup> <http://www.srf.ch/news/wirtschaft/die-schweiz-ist-ein-eldorado-fuer-tabakkonzerne>

<sup>9</sup> <http://www.blick.ch/news/schweiz/eu-fuehrt-schockbilder-auf-zigi-paeckli-ein-das-waere-in-der-schweiz-laengst-faellig-id5058632.html>

<sup>10</sup> <http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0133604>

Published Monday, May 30<sup>th</sup>, 2016 in the categories [Smoking](#), [Health](#)

<https://www.naturalscience.org/news/2016/05/world-no-tobacco-day-2016-worldwide-plain-packaging/>