Relevant news and research

10.8 Trends in products and packaging

Last updated March 2020

Research:


Tobacco in Australia
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10.8.1 Using the pack to target consumer groups


10.8.2 Using the pack to distract from consumer information

10.8.2.1 Packaging that conveys varying levels of harm


10.8.3 Branding and visual design elements on the cigarette stick


10.8.4 Flavoured cigarettes and tobacco


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10.8.4.1 Menthol and flavour capsule cigarettes


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10.8.4.2 Flavoured roll-your-own and pipe tobacco


10.8.5 Organic, additive-free, and ‘green’ cigarettes and tobacco


Tobacco in Australia
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No authors listed. Memorandum of agreement between the United States food and drug administration's (FDA) center for Tobacco products (ctp) and rai services company (rais)/santa fe natural Tobacco company, inc. {santa fe}. Campaign for Tobacco-Free Kids (CTFK), 2017. Available from: http://www.tobaccofreekids.org/content/press_office/2017/NASagreement.pdf


Lempert L and Glantz S. Packaging colour research by tobacco companies: The pack as a product characteristic. Tobacco Control, 2016. Available from: http://tobaccocontrol.bmj.com/content/early/2016/06/02/tobaccocontrol-2015-052656.abstract

10.8.7 Filter innovations

10.8.8 Product and packaging responses to plain packaging legislation: pre- and immediately post- implementation


Chapman S. Australia: British American Tobacco 'addresses' youth smoking. *Tobacco Control*, 2007; 16(1):2–a–3. Available from: [http://tobaccocontrol.bmj.com/cgi/reprint/16/1/2-a](http://tobaccocontrol.bmj.com/cgi/reprint/16/1/2-a)


**News reports:**
Tobacco in Australia
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Suri S. Where there's smoke... Kylie Jenner holds onto a lit, roll-your-own cigarette as she poses topless for a friend. The Daily Mail and Mail on Sunday 2017. Available from: http://www.dailymail.co.uk/tvshowbiz/article-4272448/Kylie-Jenner-drags-roll-cigarette.html


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No authors listed. Roll-up cigarettes 'just as bad for you': Medical chief warns rolling tobacco contains just as many deadly chemicals Daily Mail, 2014. Available from: http://www.dailymail.co.uk/health/article-2889517/Medical-chief-warns-roll-cigarettes-just-bad-you.html


10.8.1.3 Innovative or novel packaging


10.8.4 Flavoured cigarettes and tobacco


10.8.4.1 Menthol and flavour capsule cigarettes


10.8.4.2 Flavoured roll-your-own and pipe tobacco


10.8.5 Organic, additive-free, and ‘green’ cigarettes and tobacco


Tobacco in Australia
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10.8.6 Slim, extra-long, and shorter cigarettes


10.8.8 Product and packaging responses to plain packaging legislation: pre- and immediately post- implementation