

## **SYMPOSIUM 14:**

Natural, Organic, Additive-free, and Eco-friendly Themes in Cigarette Packaging and Advertising: The New “Light,” “Low,” And “Mild”?

Podium Presentation 3

Friday, March 10, 2017, 10:30 a.m. - 12:00 noon

Johns Hopkins Bloomberg School of Public Health

# Disclosure

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## **Industry funding to investigator in the last 5 years:**

None

## **Off label medication uses discussed:**

N/A





**THE USE of NATURAL, ORGANIC, & NATURE  
APPEALS on TOBACCO PACKS in  
14 LOW- & MIDDLE-INCOME COUNTRIES**

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# TPackSS: TOBACCO PACK SURVEILLANCE SYSTEM



Google

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Bangladesh



Brazil



China



Egypt



India



Indonesia



Mexico



Pakistan



Philippines



Russian Federation



Thailand



Turkey



Ukraine



Viet Nam



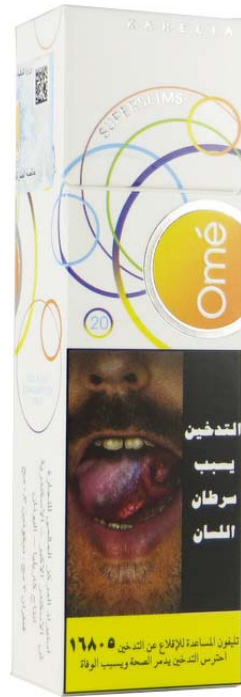
# 2013 Data collection



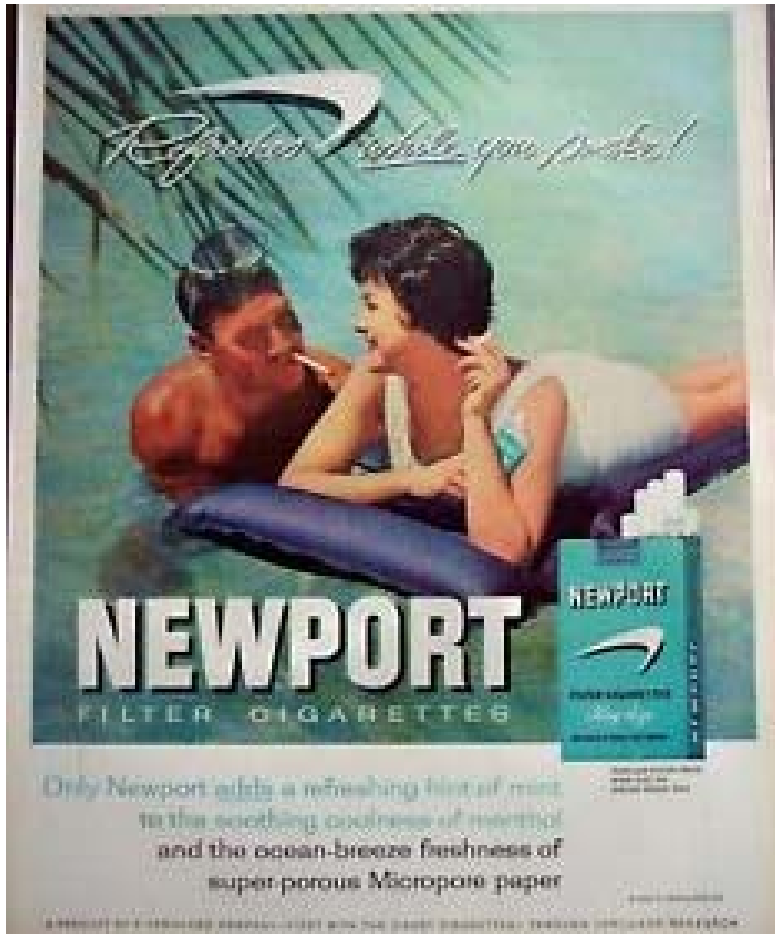








# Significance



Source: UK Cigarette Depot – light mild cigarettes

## Article 11 of the FCTC

- Ban misleading descriptors such as “light” and “mild”
- What other terms are similarly misleading?





# Appeals

## Lexical

- “additive free” or “pure”
- “organic”
- “natural”



# Lexical Appeals

“Additive Free” or “no additive” or “pure”

Russia

Brand Name: Pepe

Appeal:

“made without chemical additives”





# Lexical Appeals

“Additive Free” or “no additive” or “pure”

Russia

Brand Name:

Papirosy Stolichnye

Appeal:

“no artificial additives or flavors”



# Lexical Appeals

“Additive Free” or “no additive” or “pure”

Russia

Brand Name: Dimitrino & Co

Appeal: “tobacco without additives”



# Lexical Appeals

“Additive Free” or “no additive” or “pure”

Bangladesh

Brand Name: Dunhill

Appeal: “with no additives” “no additives”

**Illicit pack**



# Lexical Appeals

“Additive Free” or “no additive” or “pure”

China

Brand Name: Double Happiness

Appeal: “no flavoring additives”  
“pure tobacco product”



# Lexical Appeals

“Additive Free” or “no additive” or “pure”

Viet Nam

Brand Name: Thăng Long

Appeal:  
“pure and charming flavor”



# Lexical Appeals

## “Organic”

China (Beijing)

Direct translation “organic tobacco”



Ukraine (Lviv)

“Organic pipe tobacco”





# Lexical Appeals

“Organic”

India (Mumbai)

Direct translation “organic tobacco”



# Lexical Appeals

“Natural”

Viet Nam (Ho Chi Minh City)

Direct translation

“100% natural pipe tobacco”



# Lexical Appeals

“Natural”

Bangladesh (Dhaka)  
“fine natural cloves”



Indonesia (Jakarta)  
“natural cloves”, “100% natural menthol”



# Lexical Appeals

“Natural”

Indonesia (Jakarta)



Direct translation:

“The new generation of hand-made kretek cigarettes with the exotic brown paper, combined with quality **natural ingredients**, which will make each individual DJARUM COKLAT EXTRA cigarette taste unique and steady.”



# Lexical Appeals

“Natural”

Indonesia (Semarang)



Direct translation:

“SLIM quality kretek cigarettes, blended from the **best natural materials**, with state-of-the-art presentation. Brought to you by AROMA. SLIM”

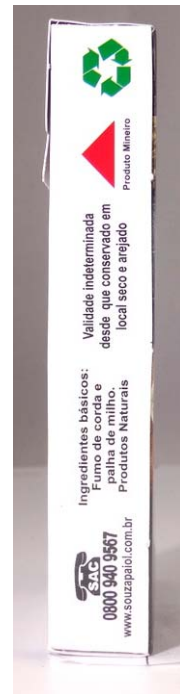


# Lexical Appeals

“Natural”

Brazil (São Paulo)

Brand Family Souza Paiol



Direct translation:

“Rope tobacco and wheat straw. Natural products”







# Appeals

## Imagery

- plants
- landscapes or nature scenes



# Imagery Appeals

Landscape scene of nature

Bangladesh

Cigarette pack

Scenes of mountains and clouds



# Imagery Appeals

Landscape scene of nature

China

Cigarette pack

Scenes of trees



# Imagery Appeals

Landscape scene of nature

Mexico

Cigarette pack

Scenes of mountains



# Imagery Appeals

Landscape scene of nature

Thailand  
Cigarette pack  
waves

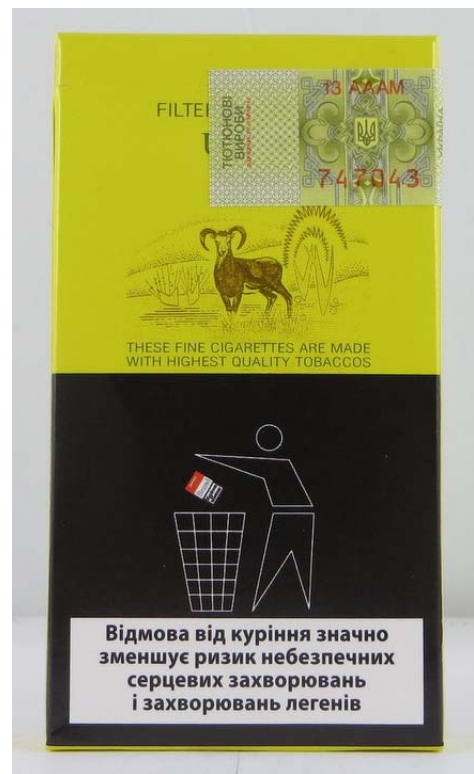




# Imagery Appeals

Landscape scene of nature

Ukraine - Cigarette packs



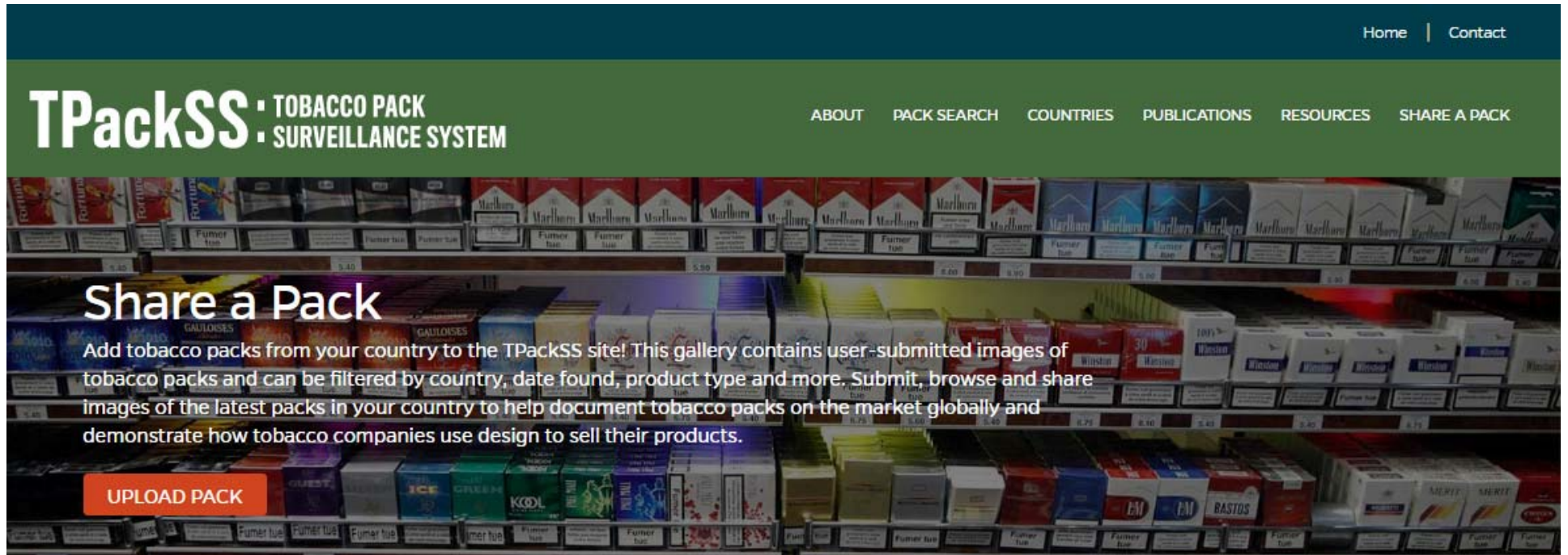
# Discussion

- Evidence of terms “organic” and “natural” and “additive free” used on packs in LMICs
- Evidence nature imagery used
- Issue of illicit packs
- Important to understand how these appeals are interpreted by tobacco users particularly with respect to absolute and relative harm of tobacco products within and across brand and products





Go to  
[globaltobaccocontrol.org/tpackss/share-pack](http://globaltobaccocontrol.org/tpackss/share-pack)



The screenshot shows the TPackSS website interface. At the top right, there are links for 'Home' and 'Contact'. Below that, the main navigation menu includes 'ABOUT', 'PACK SEARCH', 'COUNTRIES', 'PUBLICATIONS', 'RESOURCES', and 'SHARE A PACK'. The main content area features a large image of a tobacco display shelf with various brands like Marlboro, Winston, and PM. Overlaid on this image is the text 'Share a Pack' and a description: 'Add tobacco packs from your country to the TPackSS site! This gallery contains user-submitted images of tobacco packs and can be filtered by country, date found, product type and more. Submit, browse and share images of the latest packs in your country to help document tobacco packs on the market globally and demonstrate how tobacco companies use design to sell their products.' Below the text is an orange 'UPLOAD PACK' button. An arrow points from a callout box below to this button.

Home | Contact

**TPackSS** : TOBACCO PACK SURVEILLANCE SYSTEM

ABOUT PACK SEARCH COUNTRIES PUBLICATIONS RESOURCES SHARE A PACK

## Share a Pack

Add tobacco packs from your country to the TPackSS site! This gallery contains user-submitted images of tobacco packs and can be filtered by country, date found, product type and more. Submit, browse and share images of the latest packs in your country to help document tobacco packs on the market globally and demonstrate how tobacco companies use design to sell their products.

**UPLOAD PACK**

Click on "Upload pack"





# Share a Pack

Add tobacco packs from your country to the TPackSS site! This gallery contains user-submitted images of tobacco packs and can be filtered by country, date found, product type and more. Submit, browse and share images of the latest packs in your country to help document tobacco packs on the market globally and demonstrate how tobacco companies use design to sell their products.

UPLOAD PACK

FILTER BY



KEYWORD ⓘ

capsule, menthol, etc. 🔍

PRODUCT TYPE ⓘ

- Bidis (1)
- Cigarettes (48)
- E-cigarettes (0)
- Kreteks (0)
- Other (2)
- Smokeless (0)

COUNTRY ⓘ

+ [Select Countries](#)

YEAR ⓘ

+ [Select Years](#)

Welcome to TPackSS Share a Pack! Get a feeling for tobacco packaging around the world as health warning labels and tobacco pack branding and marketing continue to evolve.

## RESULTS

Found 51 packs

SORT BY

Newest to Oldest ⌵



◀ Back to Search Results

## Virginia Blend - Malawi 3956



**Brand Family:** Virginia Blend

**Product Type:** Cigarettes

**Country:** Malawi

**Date Found:** April, 2016

**Price:** unknown

**Description:**

The map of Africa portrays that the smoker is African. However, the name Virginia blend entices the smoker that s/he is from (US), probably an African American, which is considered to be from Malawi! The manufacturer is so crafty to choose Virginia to entice smokers. The backside shows that smoking this brand is associated with world-class footballers and may improve one's physique, which is contrary to health. Please note that on both sides of the pack, there is a warning that smoking is hazardous to health.



Share pack images with your colleagues and friends via Facebook, Twitter or email!

Every pack collected helps us all fight back against tobacco packaging and marketing.

Additional Images



