

**NEW ZEALAND-BRANDED CIGARETTES AN OUTRAGE**  
**The Smokefree Coalition and Te Reo Marama (Māori Smokefree Coalition)**  
**Media Release, 13 June 2007**

The Smokefree Coalition and Te Reo Marama (the Māori Smokefree Coalition) are calling for the immediate withdrawal of New Zealand-branded duty free cigarettes available in airport stores throughout the country, saying they are an affront to all New Zealanders.

The cigarettes are made in Luxembourg, but come in black packaging which includes the familiar New Zealand silver fern, and the descriptor 'luxuriously mild cigarettes'.



Smokefree Coalition Director Mark Peck says the cigarettes are an outrageous attempt to exploit New Zealand's image.

"Travellers through New Zealand airports are being encouraged to take something clean, green and nuclear free home with them to smoke. This association of our nation's positive attributes with poisonous and addictive cigarettes is despicable.

"The cigarettes aren't even made here, so exploiting New Zealand's favourable image overseas is the only reason for the branding. Describing them as 'luxuriously mild' further peddles the lie that so called 'mild' cigarettes are somehow better for you."

Te Reo Marama Director Shane Kawenata Bradbrook says the silver fern is an internationally recognisable symbol of New Zealand and its inclusion as branding for cigarettes is an insult.

"Kiwis are rightfully proud of the fern symbol. It's worn by many of our top sporting teams including the All Blacks and Silver Ferns, but here it's connected to a product that kills hundreds of thousands of people. That's a real contradiction, and we want the cigarettes off the shelves now before our image is polluted any further."

Both groups say the World Health Organization's Framework Convention on Tobacco Control, to which New Zealand is a party, calls for the reduction or elimination of duty free tobacco sales.

“Getting ride of tax-free cigarettes is an effective way to reduce tobacco consumption,” says Mr Bradbrook.

“The Government has the ability to remove them under the Convention, and this reprehensible exploitation of New Zealand’s image is just one more good reason why they should.”

ENDS

More information:

High resolution photos of the cigarettes on sale are available on request from Rob Zorn ([rob@communiquenz.co.nz](mailto:rob@communiquenz.co.nz)).

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**The Framework Convention on Tobacco Control Text**

[www.fctc.org](http://www.fctc.org) | [www.who.int/tobacco](http://www.who.int/tobacco)

PART III: MEASURES RELATING TO THE REDUCTION OF DEMAND FOR TOBACCO

Article 6

Price and tax measures to reduce the demand for tobacco

1. The Parties recognize that price and tax measures are an effective and important means of reducing tobacco consumption by various segments of the population, in particular young persons.

2. Without prejudice to the sovereign right of the Parties to determine and establish their taxation policies, each Party should take account of its national health objectives concerning tobacco control and adopt or maintain, as appropriate, measures which may include:

1. implementing tax policies and, where appropriate, price policies, on tobacco products so as to contribute to the health objectives aimed at reducing tobacco consumption; and

2. prohibiting or restricting, as appropriate, sales to and/or importations by international travellers of tax- and duty-free tobacco products.

3. The Parties shall provide rates of taxation for tobacco products and trends in tobacco consumption in their periodic reports to the Conference of the Parties, in accordance with Article 21.