



Plain and standardized packaging would prohibit all promotional features on all tobacco products, including the use of colours, images, logos, slogans, distinctive fonts, and finishes. Only the brand name would be allowed. Health warnings would remain on packages. The size and shape of the package would be standardized, with a slide and shell format, where none of the message is lost. Specialty packs would be prohibited, such as slim and superslim cigarette packages that reduce warning sizes and overtly target women. The appearance of cigarettes would also be standardized, at a minimum prohibiting the use of branding, logos, colours and special finishes, and establishing standards for cigarette length and diameter.

## Our organization endorses a requirement in Canada for plain and standardized packaging, as outlined above.

Name of organization: \_\_\_\_\_

Name of organization representative: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name and email for organization contact:

\_\_\_\_\_  
\_\_\_\_\_

**Mail to:** Canadian Coalition for Action on Tobacco  
c/o Heart and Stroke Foundation of Canada  
222 Queen Street, Suite 1402  
Ottawa, ON. K1P 5V9  
**or email to:** [kasi@hsfcanada.onmicrosoft.com](mailto:kasi@hsfcanada.onmicrosoft.com)