



**COUNCIL OF
THE EUROPEAN UNION**

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NOTE

From: General Secretariat of the Council
To: Council

Subject: **Employment, Social Policy, Health and Consumer Affairs** Council meeting
on 19 and 20 June 2014

Plans for the introduction of Standardised Packaging for Tobacco Products
- *Information from the Irish delegation*
(Any Other Business item)

Delegations will find in the Annex an information note from the Irish delegation on the above-mentioned subject.

**PLANS FOR THE INTRODUCTION
OF STANDARDISED PACKAGING FOR TOBACCO PRODUCTS
Information from the Irish delegation**

Dr James Reilly, the Irish Minister for Health would like to inform his colleagues briefly about the Public Health (Standardised Packaging of Tobacco) Bill 2014.

On 10 June 2014 the Irish Government approved the publication of the Public Health (Standardised Packaging of Tobacco) Bill 2014 and the presentation of the Bill in Parliament. Ireland will be the first country in the European Union to introduce such legislation and the third country worldwide. The objective of the Bill is to make tobacco packs look less attractive to consumers, to make health warnings more prominent and to reduce the ability of the packs to mislead people, especially children, about the harmful effects of smoking.

Standardised packaging of tobacco products will remove all forms of branding – trademarks, logos, colours and graphics. The brand name would be presented in a uniform typeface for all brands and the packs would all be in one plain neutral colour. Ireland's standardised packaging will have graphic warnings and text.

The Minister is confident that the legislation will be supported and justified on public health grounds and by the fact that it will contribute to reducing the number of lives lost by smoking tobacco products.
