

SLIM CIGARETTES



Market development

- The market share of slim and superslim cigarettes has grown significantly in an overall declining EU cigarette market:

Year	2006	2012
Market share (%)	3.7%	6%

(Source – Euromonitor Passport)

- This is consistent with global trends where the superslim segment is reported to have grown ten times faster than the overall market in the past five years.¹
- Slim cigarettes are marketed in particular towards young women² and are designed to strengthen the perceived association with a slender appearance.³

Scientific evidence

- Scientific studies show that slim cigarettes mislead by giving a false impression of reduced harm in comparison to standard size cigarettes.⁴
- Young people have been shown to associate slim cigarettes with femininity and elegance.⁵
- There is no evidence that slim cigarettes differ in their harm potential from other cigarettes.⁶

International obligations

- The WHO Framework Convention on Tobacco Control (FCTC) – which all Member States have signed up to – stipulates that a tobacco product may not be promoted by means that are *"false, misleading, deceptive or likely to create an erroneous impression about its characteristics, health effects, hazards or emissions, including any term, descriptor, trademark, figurative or any other sign that directly or indirectly creates the false impression that a particular tobacco product is less harmful than other tobacco products"*.⁷

¹ Ford A, Moodie C, MacKintosh AM, Hastings G (in press). Adolescent perceptions of cigarette appearance. *European Journal of Public Health* 2013; 2.

² Kotnowski K, Hammond D. The impact of cigarette pack shape, size and opening: evidence from tobacco company documents. *Addiction*. 2013. 108(9):1658-68. Lee K, Carpenter C, Challa C, Lee S, Connolly GN, Koh HK. The strategic targeting of females by transnational tobacco companies in South Korea following trade liberalization. *Global Health*. 2009 Jan 30;5:2. Toll BA, Ling PM. The Virginia Slims identity crisis: an inside look at tobacco industry marketing to women. *Tob Control* 2005;14:172-180. Carpenter CM, Wayne GF, Connolly GN. Designing cigarettes for women: new findings from the tobacco industry documents. *Addiction*. 2005 Jun;100(6):837-51.

³ U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012; Fielding JE. Smoking and women: tragedy of the majority. *N Engl J Med*. 1987 Nov 19;317(21):1343-5.

⁴ Mutti S, Hammond D, Borland R, Cummings MK, O'Connor RJ, Fong GT. Beyond light and mild: cigarette brand descriptors and perceptions of risk in the International Tobacco Control (ITC) Four Country Survey. *Addiction* 2011; 106:1166-75.

⁵ Moodie C, Ford A. Young adult smokers' perceptions of cigarette pack innovation, pack colour and plain packaging. *AMJ* 2011; 19:174-80. Doxey J, Hammond D. Deadly in pink: the impact of cigarette packaging among young women. *Tob Control* 2011;20(5):353-60.

⁶ Siu M, Mladjenovic N, Soo E. The analysis of mainstream smoke emissions of Canadian 'super slim' cigarettes. *Tob Control*. 2012 Jul 20. [Epub ahead of print]

⁷ WHO Framework Convention on Tobacco Control, Article 11.