



# CHANGES TO TOBACCO PRODUCTS IN 2025

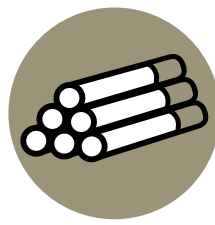
*New Australian laws will reduce the appeal of tobacco products, ensure the harms of smoking are clear, and help make it easier for people to quit.*

## In 2025, tobacco products will:



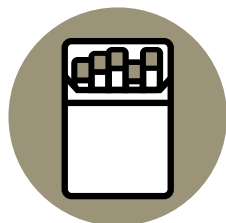
### **Taste and feel different**

Certain ingredients, flavours (including menthol) and accessories, that mask the harshness of tobacco, will be banned.



### **Be consistent in shape and filter**

Each cigarette stick will be the same length and width, and unique filters will be banned.



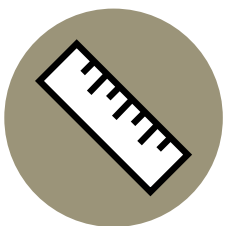
### **Have different names**

Words like 'smooth' and names like 'gold' that can falsely suggest some products are less harmful will be removed.



### **Have new health information and support to quit**

Updated health warnings and messages will be applied to packaging and products.



### **Be consistent in size**

Each cigarette pack will have 20 sticks. Roll-your-own pouches will have 30 grams of tobacco.

### **These changes:**

- may mean some tobacco products will no longer be available
- come into full effect on 1 July 2025, but you may start to notice them before this date
- do not reduce the health risk of smoking. No tobacco product is safe, and all tobacco is addictive.