



9 July 2008

**PRESS RELEASE**

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## **NCWNZ supports the call to ban on smoking additives**

Retailers who sell tobacco flavouring drops claiming that they are not trying to encourage under 18 year olds to smoke are not only deluding themselves, but the public in general, says the National Council of Women of New Zealand (NCWNZ).

NCWNZ, National President Christine Low says: "Tobacco flavouring drops with names "Tasty Puff Chick Magnet Cherry, "Tasty Puff Chronic Hypnotic and "Tasty Puff Opium" just to name a few, make it very obvious what age group they are targeting these products at."

Recent research shows that the 15-24 years age group has had the biggest decrease in smoking between 2002 -2006.

"NCWNZ is encouraged by recent studies showing that our younger generation is taking notice of the serious and often fatal consequences of smoking tobacco. We hope that this age group is not fooled by this product to begin a very addictive and anti social habit. Retailers who try to make smoking glamorous should be ashamed," says Christine Low

NCWNZ urges the Government to change the present law to make it illegal to sell these types of products in New Zealand.

ENDS

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*"Women Influencing Policy"*