

# WMA RESOLUTION ON PLAIN PACKAGING OF CIGARETTES, E-CIGARETTES AND OTHER SMOKING PRODUCT

*Adopted by the 63<sup>rd</sup> WMA General Assembly, Bangkok, Thailand, October 2012,  
reaffirmed with minor revision by the 217<sup>th</sup> WMA Council Session (online), Seoul, South Korea, April 2021*

The WMA reaffirms its [Resolution on Implementation of the WHO Framework Convention on Tobacco Control](#) and emphasizes the importance of this global mechanism to protect people from exposure and addiction to tobacco and tobacco products such as nicotine.

The WMA also reaffirms its [statement on e-cigarettes](#) and the recommendation that these products be subjected to local regulatory approval and be entrenched in smoke free laws.

The WMA recognises that :

- Cigarettes offer a serious threat to the life and health of individuals that use them, and a considerable cost to the health care services of every country;
- Those who smoke predominantly start to do so while adolescents;
- There is mounting evidence that e-cigarette use predicts initiation of the use of traditional tobacco products among young people and/or non-smokers, and of additional health risks from the use of e-cigarette products.
- There is a proven link between brand recognition and likelihood of starting to smoke;
- Brand recognition is strongly linked to cigarette packaging;
- Plain packaging reduces the impact of branding, promotion and marketing of cigarettes and e-cigarette products.

The WMA strongly encourages national governments to support the introduction of initiatives that break brand recognition, including plain packaging of cigarettes, other tobacco products, and e-cigarettes and deplores strategies from the tobacco industry to oppose the adoption and implementation of such policy.