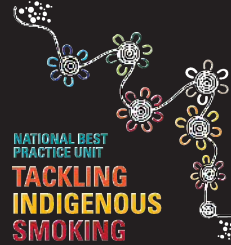


Changes to Tobacco Products In Australia

From the 1st of July 2025, tobacco products sold in Australia will change. These changes are designed to make smoking less appealing and help more people to quit.



What's changing?



Flavours and add-ons banned

Flavours including menthol, rum and clove and extras like crush balls will no longer be allowed. These make smoking smoother, more addictive, and harder to quit.



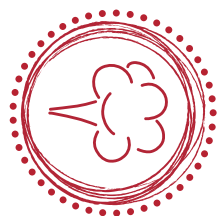
No more misleading names

Words like 'smooth' or 'gold' that suggest some products are safer will be removed.



New health warnings

Packs will have updated health messages and include new information cards to help people to quit.



Standard shape and filter

All cigarettes will be the same size. Special filters will be banned.



Standard pack sizes

Cigarettes will only be available in packs of 20
Cigars will only be available in packs of 20
Roll-your own tobacco will only be available in 30g pouches
A cigarette carton will have 10 packs.

Some tobacco products may no longer be available due to these changes.

Why are these changes being made?

These changes are part of Australia's plan to protect people from the harms of smoking. They aim to:

- make tobacco products less attractive
- show the real harms of smoking
- support people to quit or avoid starting





Australia's Tobacco Legislation Reflect a Global Commitment

Australia's recent changes to tobacco product regulation are part of our commitment to the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) – the landmark global public health agreement aimed at reducing the health, social, environmental, and economic harms of commercial tobacco use. The FCTC is a legally binding agreement and since signing the treaty in 2003, Australia has committed to take strong action, including:

- Raising tobacco taxes and prices
- Banning all forms of tobacco advertising, promotion, and sponsorship
- Enforcing strict packaging and labelling regulations
- Protecting public health policies from tobacco industry interference
- Running public education and awareness campaigns
- Regulating the contents of tobacco products
- Providing support services to help people quit
- Tackling the illicit tobacco trade
- Contributing to global tobacco control efforts



The TIS program is an important part of meeting these obligations. It supports the health and wellbeing of Aboriginal and Torres Strait Islander peoples through culturally safe health promotion activities that provide education about the benefits of not smoking and vaping to prevent uptake and encourage quitting – actions strongly aligned to WHO recommendations. To learn more about the WHO FCTC, visit: health.gov.au/who-framework.

