

NATIONAL BEST  
PRACTICE UNIT

TACKLING  
INDIGENOUS  
SMOKING

# 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.



# 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



# **Tobacco Products are Changing - Here's What You Need to Know**

**Swipe to find out more!**



## **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.



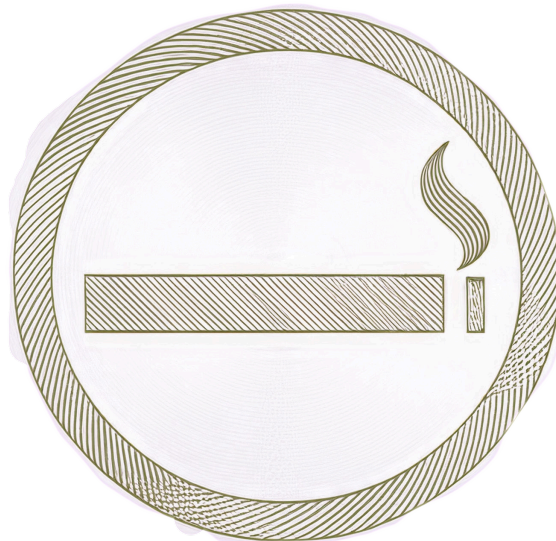
## **Standard pack sizes**

Cigarettes will only be available in  
packs of 20

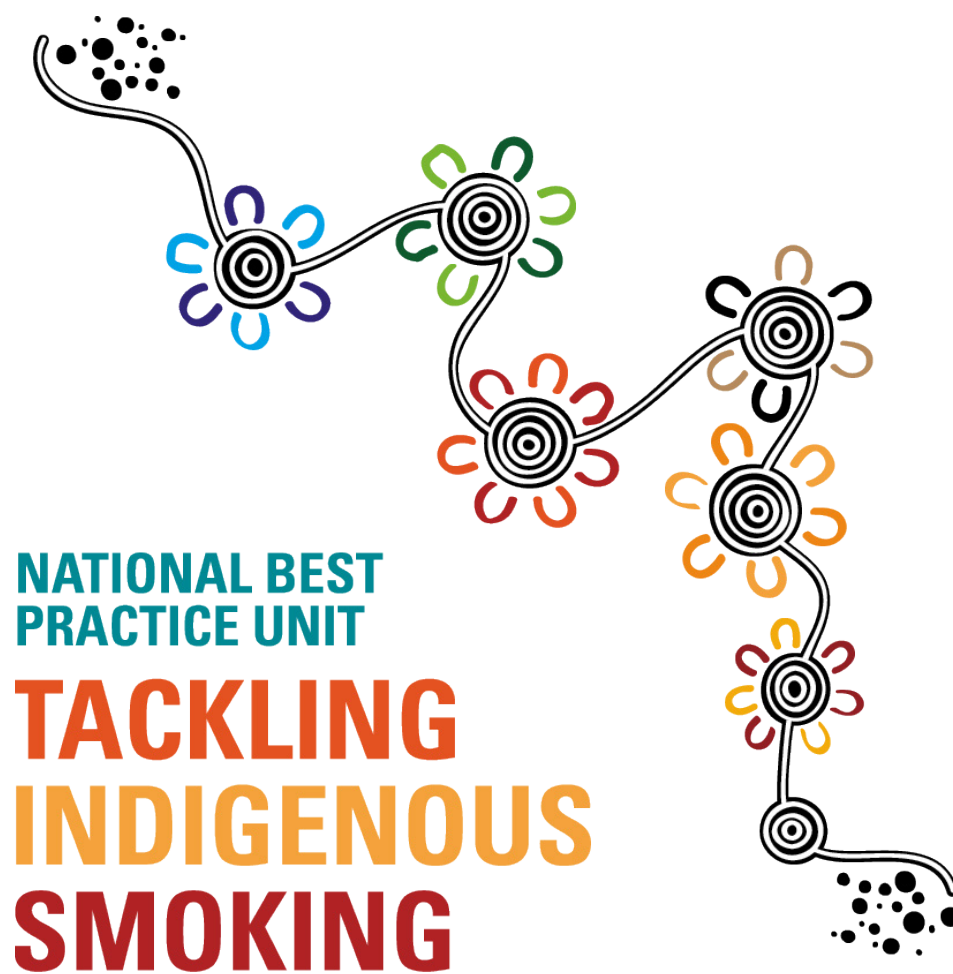
Cigars will only be available in  
packs of 20

Roll-your own tobacco will only be  
available in 30g pouches

A cigarette carton will have 10  
packs.



Learn more about these changes here at:  
<https://www.health.gov.au/tobacco-changes>.



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