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| **Part 1 – Vertical retail packaging** | | |
| **Health warning 5.1.1** |  |  |
| Front outer surface  Image shows a photo of a hand holding a pipe with smoke rising up to form an image of a skull  Text reads WARNING Smoke from a pipe contains toxic and addictive chemicals. tobaccofacts.gov.au | Back outer surface  Image shows a photo of a hand holding a pipe with smoke rising up to form an image of a skull  Text reads Pipe smoke contains nicotine, which is highly addictive. Nicotine reaches your blood even if you don’t inhale the smoke into your lungs. Pipe tobacco also contains toxic chemicals such as nitrosamines, that can cause cancer. You CAN quit smoking. Call Quitline 13 7848; Talk to your doctor or pharmacist; Visit quitnow.gov.au | Side outer surface/hidden flap  Text reads The toxic chemicals in tobacco smoke hit your mouth and throat when you inhale and damage DNA in your cells. |
| **Health warning 5.1.2** |  |  |
| Front outer surfaceImage shows a photo of surgery to remove a voice box. One gloved hand is holding the voice box that has been removed from a patient’s throat, and another gloved hand is holding surgical scissors cutting body tissue. Label on image for removal of voice box  Text reads Pipe smoking causes THROAT CANCER. tobaccofacts.gov.au | Back outer surface  Image shows a photo of a throat with a large hole and black stitches around the hole. At the bottom of the image there is a label stating a hole for breathing made after surgery to remove a tumour  Text reads If you get throat or voice box cancer you may: need surgery to remove part of your throat; lose your voice; need to breathe through a hole in your neck.  People who smoke pipes are over 10 times more likely to die from cancer of the voice box. You CAN quit smoking. Call Quitline 13 7848; Talk to your doctor or pharmacist; Visit quitnow.gov.au | Side outer surface/hidden flapText reads The toxic chemicals in tobacco smoke cause throat cancer. These chemicals hit your DNA throat when you inhale and damage the DNA in your throat cells. |
| **Health warning 5.1.3** |  |  |
| Front outer surface  Image shows a stylised illustration of a pair of lungs, the left side is pink and healthy and the right side is grey, shrunken and unhealthy  Text reads Pipe smoking can cause lung cancer. tobaccofacts.gov.au | Back outer surface  Image shows a photo of male doctor talking to a male patient with a chest x-ray shown on a computer monitor in the background. The male patient has a distraught facial expression and his hand reaching up towards his face  Text reads When you get lung cancer everything changes. Shock, fear and anger are common emotions. Your life will revolve around treatment – going to medical appointments, dealing with pain, other symptoms and side effects. If lung cancer spreads to your other organs such as the liver, brain or bones, it’s very hard to stop. Want to talk about quitting? Call Quitline 13 7848; talk to your doctor or pharmacist; visit quitnow.gov.au | Side outer surface/hidden flap  Text reads Lung cancer is caused by toxic chemicals in smoke. Scientists can see these chemicals stuck to the DNA in the lung cells of people who smoke. |
| **Part 1 – Vertical retail packaging** | | |
| **Health warning 5.1.4** |  |  |
| Front outer surface  Image shows a close up photo of a tongue sticking out of an open mouth with a tumour growth on the side of the tongue  Text reads Pipe smoking causes cancer in your mouth. tobaccofacts.gov.au | Back outer surface  Image shows a close up photo of open mouth with a tongue sticking out. One side of the tongue shows a large tumour, and the other side has scarring  Text reads Living with mouth cancer is difficult. Surgery to remove mouth cancer can leave your face deformed. Treatment can damage your senses of taste and smell. Want to talk about quitting? Call Quitline 13 7848; talk to your doctor or pharmacist; Visit quitnow.gov.au | Side outer surface/hidden flap  Text reads Cancer-causing chemicals from smoke can be found in the cells of a smoker’s mouth. These chemicals damage DNA, causing tumours to grow. |
| **Health warning 5.1.5** |  |  |
| Front outer surface  Text reads Pipe smoking is NOT a safe alternative to cigarette smoking. | Back outer surface  Image shows a photo of lower mouth with teeth and lips shown. The teeth show dental decay and gum problems, and the bottom lip has lesions on them  Text reads Smoking a pipe is NOT safe. The risk of getting many cancers, such as mouth cancer, is similar to cigarette smoking. People who switch from cigarettes to pipes still have a high risk of dying from a disease caused by tobacco use. To find out more, see tobaccofacts.gov.au You CAN quit smoking. Call Quitline 13 7848 | Side outer surface/hidden flap  Text reads Burning pipe tobacco creates many of the same chemical compounds found in cigarette smoke. |

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| **Part 2 - Horizontal retail packaging**  **Health warning 5.2.1** |  |
| Front outer surface  **Image shows a photo of a hand holding a pipe with smoke rising up to form an image of a skull  Text reads WARNING Smoke from a pipe contains toxic and addictive chemicals. tobaccofacts.gov.au** | Side outer surface/hidden flapText reads The toxic chemicals in tobacco smoke hit your mouth and throat when you inhale and damage DNA in your cells. |
| Back outer surface  Image shows a photo of a hand holding a pipe with smoke rising up to form an image of a skull  Text reads Pipe smoke contains nicotine, which is highly addictive. Nicotine reaches your blood even if you don’t inhale the smoke into your lungs. Pipe tobacco also contains toxic chemicals such as nitrosamines, that can cause cancer. You CAN quit smoking. Call Quitline 13 7848; Talk to your doctor or pharmacist; Visit quitnow.gov.au |  |
| **Health warning 5.2.2** |  |
| Front outer surface  Image shows a photo of surgery to remove a voice box. One gloved hand is holding the voice box that has been removed from a patient’s throat, and another gloved hand is holding surgical scissors cutting body tissue. Label on image for removal of voice box  Text reads Pipe smoking causes THROAT CANCER. tobaccofacts.gov.au | Side outer surface/hidden flapText reads The toxic chemicals in tobacco smoke cause throat cancer. These chemicals hit your DNA throat when you inhale and damage the DNA in your throat cells. |
| Back outer surface  Image shows a photo of a throat with a large hole and black stitches around the hole. At the bottom of the image there is a label stating a hole for breathing made after surgery to remove a tumour  Text reads If you get throat or voice box cancer you may: need surgery to remove part of your throat; lose your voice; need to breathe through a hole in your neck.  People who smoke pipes are over 10 times more likely to die from cancer of the voice box. You CAN quit smoking. Call Quitline 13 7848; Talk to your doctor or pharmacist; Visit quitnow.gov.au |  |

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| **Part 2 - Horizontal retail packaging**  **Health warning 5.2.3** |  |
| Front outer surface  Image shows a stylised illustration of a pair of lungs, the left side is pink and healthy and the right side is grey, shrunken and unhealthy  Text reads Pipe smoking can cause lung cancer. tobaccofacts.gov.au | Side outer surface/hidden flap  Text reads Lung cancer is caused by toxic chemicals in smoke. Scientists can see these chemicals stuck to the DNA in the lung cells of people who smoke. |
| Back outer surface  Image shows a photo of male doctor talking to a male patient with a chest x-ray shown on a computer monitor in the background. The male patient has a distraught facial expression and his hand reaching up towards his face  Text reads When you get lung cancer everything changes. Shock, fear and anger are common emotions. Your life will revolve around treatment – going to medical appointments, dealing with pain, other symptoms and side effects. If lung cancer spreads to your other organs such as the liver, brain or bones, it’s very hard to stop. Want to talk about quitting? Call Quitline 13 7848; talk to your doctor or pharmacist; visit quitnow.gov.au |  |
| **Health warning 5.2.4** |  |
| Front outer surface  Image shows a close up photo of a tongue sticking out of an open mouth with a tumour growth on the side of the tongue  Text reads Pipe smoking causes cancer in your mouth. tobaccofacts.gov.au | Side outer surface/hidden flap  Text reads Cancer-causing chemicals from smoke can be found in the cells of a smoker’s mouth. These chemicals damage DNA, causing tumours to grow. |
| Back outer surface  Image shows a close up photo of open mouth with a tongue sticking out. One side of the tongue shows a large tumour, and the other side has scarring  Text reads Living with mouth cancer is difficult. Surgery to remove mouth cancer can leave your face deformed. Treatment can damage your senses of taste and smell. Want to talk about quitting? Call Quitline 13 7848; talk to your doctor or pharmacist; Visit quitnow.gov.au |  |

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| **Part 2 - Horizontal retail packaging**  **Health warning 5.2.5** |  |
| Front outer surface  Text reads Pipe smoking is NOT a safe alternative to cigarette smoking. | Side outer surface/hidden flap  Text reads Burning pipe tobacco creates many of the same chemical compounds found in cigarette smoke. |
| Back outer surface  Image shows a photo of lower mouth with teeth and lips shown. The teeth show dental decay and gum problems, and the bottom lip has lesions on them  Text reads Smoking a pipe is NOT safe. The risk of getting many cancers, such as mouth cancer, is similar to cigarette smoking. People who switch from cigarettes to pipes still have a high risk of dying from a disease caused by tobacco use. To find out more, see tobaccofacts.gov.au You CAN quit smoking. Call Quitline 13 7848 |  |

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| **Part 3 - Square retail packaging, and square images used on other retail packaging**  **Health warning 5.3.1** | |
| Front outer surface  **Image shows a photo of a hand holding a pipe with smoke rising up to form an image of a skull  Text reads WARNING Smoke from a pipe contains toxic and addictive chemicals. tobaccofacts.gov.au** | Back outer surface  Image shows a photo of a hand holding a pipe with smoke rising up to form an image of a skull  Text reads Pipe smoke contains nicotine, which is highly addictive. Nicotine reaches your blood even if you don’t inhale the smoke into your lungs. Pipe tobacco also contains toxic chemicals such as nitrosamines, that can cause cancer. You CAN quit smoking. Call Quitline 13 7848; Talk to your doctor or pharmacist; Visit quitnow.gov.au | |
| Side outer surface/hidden flap  Text reads The toxic chemicals in tobacco smoke hit your mouth and throat when you inhale and damage DNA in your cells. | | |

**Health warning 5.3.2**

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| Front outer surface  Image shows a photo of surgery to remove a voice box. One gloved hand is holding the voice box that has been removed from a patient’s throat, and another gloved hand is holding surgical scissors cutting body tissue. Label on image for removal of voice box  Text reads Pipe smoking causes THROAT CANCER. tobaccofacts.gov.au | Back outer surface  Image shows a photo of a throat with a large hole and black stitches around the hole. At the bottom of the image there is a label stating a hole for breathing made after surgery to remove a tumour  Text reads If you get throat or voice box cancer you may: need surgery to remove part of your throat; lose your voice; need to breathe through a hole in your neck.  People who smoke pipes are over 10 times more likely to die from cancer of the voice box. You CAN quit smoking. Call Quitline 13 7848; Talk to your doctor or pharmacist; Visit quitnow.gov.au |
| Side outer surface/hidden flap  Text reads The toxic chemicals in tobacco smoke cause throat cancer. These chemicals hit your DNA throat when you inhale and damage the DNA in your throat cells. | |
| **Part 3 - Square retail packaging, and square images used on other retail packaging** | |
| **Health warning 5.3.3** |  |
| Front outer surfaceImage shows a stylised illustration of a pair of lungs, the left side is pink and healthy and the right side is grey, shrunken and unhealthy  Text reads Pipe smoking can cause lung cancer. tobaccofacts.gov.au | Back outer surfaceImage shows a photo of male doctor talking to a male patient with a chest x-ray shown on a computer monitor in the background. The male patient has a distraught facial expression and his hand reaching up towards his face  Text reads When you get lung cancer everything changes. Shock, fear and anger are common emotions. Your life will revolve around treatment – going to medical appointments, dealing with pain, other symptoms and side effects. If lung cancer spreads to your other organs such as the liver, brain or bones, it’s very hard to stop. Want to talk about quitting? Call Quitline 13 7848; talk to your doctor or pharmacist; visit quitnow.gov.au |
| Side outer surface/hidden flap  Text reads Lung cancer is caused by toxic chemicals in smoke. Scientists can see these chemicals stuck to the DNA in the lung cells of people who smoke. | |

**Health warning 5.3.4**

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| Front outer surfaceImage shows a close up photo of a tongue sticking out of an open mouth with a tumour growth on the side of the tongue  Text reads Pipe smoking causes cancer in your mouth. tobaccofacts.gov.au | Back outer surface Image shows a close up photo of open mouth with a tongue sticking out. One side of the tongue shows a large tumour, and the other side has scarring  Text reads Living with mouth cancer is difficult. Surgery to remove mouth cancer can leave your face deformed. Treatment can damage your senses of taste and smell. Want to talk about quitting? Call Quitline 13 7848; talk to your doctor or pharmacist; Visit quitnow.gov.au |
| Side outer surface/hidden flap  Text reads Cancer-causing chemicals from smoke can be found in the cells of a smoker’s mouth. These chemicals damage DNA, causing tumours to grow. | |

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| **Part 3 - Square retail packaging, and square images used on other retail packaging** | |
| **Health warning 5.3.5** |  |
| Front outer surface  Text reads Pipe smoking is NOT a safe alternative to cigarette smoking. | Back outer surfaceImage shows a photo of lower mouth with teeth and lips shown. The teeth show dental decay and gum problems, and the bottom lip has lesions on them  Text reads Smoking a pipe is NOT safe. The risk of getting many cancers, such as mouth cancer, is similar to cigarette smoking. People who switch from cigarettes to pipes still have a high risk of dying from a disease caused by tobacco use. To find out more, see tobaccofacts.gov.au You CAN quit smoking. Call Quitline 13 7848 |
| Side outer surface/hidden flap  Text reads Burning pipe tobacco creates many of the same chemical compounds found in cigarette smoke. | |