

# Properties of “light” cigarettes sold in New Zealand

Norton, K.J., Wilkins, K., O’Connor, R.J., Wilson, N., Edwards, R., Peace, J.

## **Abstract**

“Light” or “mild” cigarettes have historically been marketed to appeal to health concerned smokers, and positioned as an alternative to quitting.<sup>1</sup> But despite this marketing strategy, there is evidence that “light” cigarettes often deliver as much tar as regular cigarettes.<sup>2</sup> Furthermore, there is epidemiological evidence that suggests no significant health benefit in terms of lung cancer, heart disease or chronic lung disease for smoking “light” versus other cigarettes.<sup>2,3</sup>

## **Recommended Citation**

Norton, K.J., Wilkins, K., O’Connor, R.J., Wilson, N., Edwards, R., Peace, J. (2008). Properties of “light” cigarettes sold in New Zealand. *New Zealand Medical Journal*, 121 (1281), 107-117.

**Link To PDF:** <http://www.ncbi.nlm.nih.gov/pubmed/18797495>