Figure: Summary slide used to describe the current tobacco supply system and the Tobacco Free Commission (adapted from slide used during presentation)

Ongoing marketing e.g. pack design, point of sale displays

The tobacco industry → Retailers → New and established smokers

Antagonistic relationship

Regulators: e.g. Ministry of Health

No direct relationship between industry and retailers or smokers

The tobacco industry → Tobacco Free Commission → Licensed Retailers → Established smokers