The Capsule Trap – How Tobacco Companies Communicate About Flavor Capsules in Cigarette Filters on the Pack

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Flavored Capsule Cigarettes

• More attractive to youth
• Perceived as less harmful
• Increasing market
Wave 2 – Eight Countries
Unique Cigarette Packs

<table>
<thead>
<tr>
<th>Country</th>
<th># packs purchased</th>
<th># capsule packs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangladesh</td>
<td>233</td>
<td>7</td>
</tr>
<tr>
<td>Brazil</td>
<td>147</td>
<td>13</td>
</tr>
<tr>
<td>India</td>
<td>95</td>
<td>13</td>
</tr>
<tr>
<td>Indonesia</td>
<td>252</td>
<td>3</td>
</tr>
<tr>
<td>Philippines</td>
<td>108</td>
<td>23</td>
</tr>
<tr>
<td>Russia</td>
<td>502</td>
<td>4</td>
</tr>
<tr>
<td>Thailand</td>
<td>111</td>
<td>8</td>
</tr>
<tr>
<td>Vietnam</td>
<td>150</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1598</strong></td>
<td><strong>76</strong></td>
</tr>
</tbody>
</table>
G38. Unique capsule(s) (uni_cap_num)

Considering the entire package, using both imagery and lexical references, how many unique capsules are communicated on the package? ______

G40. Indicate the capsule/activation symbol(s) located on the package: (cap_sym) Check all that apply

(1) Ball
(2) Play button
(3) Power button
(4) Skip Track button
(5) Other (cap_symb_other)
(0) N/A

G42. What is the primary color of each capsule/activation symbol located on the package (If there is more than one colored capsule check all that apply)? (cap_color)

(1) Green
(2) Blue
(3) Yellow, Gold, Orange
(4) Violet, Pink, Purple
(5) Black, Brown, Red
(6) White (includes off-whites, creams, pearls, etc.), Grey, Silver
(7) Multi-color (cap_color_multi)
(8) Other main color
(0) N/A
Capsule Representation

N = 76 capsule packs

5% double capsules

95% one capsule

50% used characterizing flavor descriptors (e.g. mint, orange coffee)

Three Themes

• Consistent capsule communication
• Reinforcement and repetition
• Education and Instruction
Consistent Capsule Communication

**SYMBOL + COLOR + DESCRIPTOR**

75% used power button or ball

55% used green or blue for symbol

<table>
<thead>
<tr>
<th>Common descriptors</th>
<th>Click</th>
<th>Activate</th>
<th>Pop It</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change</td>
<td>Duo</td>
<td>Switch</td>
<td></td>
</tr>
</tbody>
</table>

78% used all three communication forms
86% displayed a capsule on 2 or more places on the pack.
“Squeeze Filter ▶ Click ▶ Shift Taste”  Press/squeeze symbol
China Emergence of Flavor Capsules

- Local and Multinational Brands
- Characterizing and novel flavors
- Cultural / local flavors
Share a Pack

Add tobacco packs from your country to the TPackSS site! This gallery contains user-submitted images of tobacco packs and can be filtered by country, date found, product type and more. Submit, browse and share images of the latest packs in your country to help document tobacco packs on the market globally and demonstrate how tobacco companies use design to sell their products.

RESULTS

Found 95 packs

FILTER BY

- KEYWORD
  - capsule, menthol, etc

- PRODUCT TYPE
  - Bidis (4)
  - Cigarettes (86)
  - E-cigarettes (0)
  - Krettek (0)
  - Other (5)
  - Smokeless (0)

- COUNTRY
  - + Select Countries

- YEAR
  - + Select Years

SORT BY

Oldest to Newest
Acknowledgement

• TPackSS team at Johns Hopkins Bloomberg School of Public Health
• Our in-country data collection teams

www.globaltobaccocontrol.org/tpackss