

**IT IS NOW A CRIME TO
PURCHASE TOBACCO
FOR UNDER 18'S**

A black silhouette of a person's head and shoulders, facing forward. The person is holding a white rectangular sign with both hands. The sign contains the text 'DON'T RISK A CRIMINAL RECORD'. The background behind the silhouette consists of horizontal grey lines, similar to a mugshot background.

**DON'T RISK A
CRIMINAL
RECORD**

**SAY NO AND DON'T BUY OUR
TEENAGERS CIGARETTES**