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# A BILL FOR AN ACT

RELATING TO CIGARETTES.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1           SECTION 1. The legislature finds that cigarette sales in  
2 the United States have been falling since 1998. To hold market  
3 share, tobacco companies have launched an array of smoking  
4 products. One new product offers "purse packs" that are  
5 cigarettes packaged in a box approximately the size of a single  
6 lipstick package that contain super slim or ultra slim  
7 cigarettes -- cigarettes having a reduced circumference smaller  
8 than that of a standard cigarette circumference of twenty-five  
9 millimeters. These "purse packs" were initially marketed in the  
10 United States on October 9, 2008, by Philip Morris USA.

11           According to the American Legacy Foundation, Virginia Slims  
12 Super Slims Lights and Super Slims Ultra Lights, which are  
13 packaged in pink and teal-colored lipstick-sized packs of twenty  
14 cigarettes, are clearly designed to appeal to teenage girls.  
15 The American Cancer Society, Cancer Action Network, American  
16 Heart Association, American Lung Association, American Medical  
17 Association, the Campaign for Tobacco-Free Kids, and two dozen



1 other health and women's groups have protested the pink and teal  
2 purse packs and demanded their removal from shelves, saying  
3 their introduction and marketing demonstrate that Philip Morris  
4 USA shows contempt for women and their health by putting a pink  
5 gloss on a product that causes lung cancer and heart disease,  
6 two of the leading killers of women.

7 The purpose of this Act is to prohibit the sale or  
8 distribution in Hawaii of "purse packs".

9 SECTION 2. Section 245-1, Hawaii Revised Statutes, is  
10 amended by adding a new definition to be appropriately inserted  
11 and to read as follows:

12 "Purse pack" is a cigarette package or box that has the  
13 shape and approximate size of a single package of lipstick and  
14 contains any number of cigarettes in which the circumference of  
15 a single cigarette has a reduced circumference smaller than that  
16 of a standard cigarette circumference of twenty-five  
17 millimeters."

18 SECTION 3. Chapter 245, Hawaii Revised Statutes, is  
19 amended by adding a new section to be appropriately designated  
20 and to read as follows:

21 "§245- Purse pack; cigarette package containing fewer  
22 than twenty cigarettes; sale or distribution prohibited; fines.



1 (a) No purse pack, as defined in section 245-1, or cigarette  
2 package containing fewer than twenty cigarettes, may be sold or  
3 distributed within the State or imported into the State.

4 (b) Any person violating this section shall be subject to  
5 a fine of not more than \$ . A second or subsequent  
6 violation shall be subject to a fine of not more than \$ ."

7 SECTION 4. This Act does not affect rights and duties that  
8 matured, penalties that were incurred, and proceedings that were  
9 begun, before its effective date.

10 SECTION 5. New statutory material is underscored.

11 SECTION 6. This Act shall take effect upon its approval.

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**Report Title:**

Cigarette Boxes Containing Less Than 20 Cigarettes; Purse Packs

**Description:**

Prohibits sale, distribution, and import of purse packs of cigarettes or cigarette packs containing fewer than 20 cigarettes per pack. Defines "purse pack". Imposed fines.

