My hon. Friend is making a powerful point. Does he agree that use of the term "standard packaging" or "plain packaging" is a misnomer? We should be calling it "stark-staring truth packaging". What it means is that we are handing someone a packet with a picture of gangrene. It is actually a crystal ball, and it counteracts the very powerful subliminal messages and the last legal form of tobacco marketing in this country.

Sarah Wollaston (Totnes, Conservative)

Does it not strike the hon. Gentleman as strange that the Government claim to be delaying the introduction of standardised packaging because they want to wait for more evidence, but at the same time are virtually rushing into regulation to make e-cigarettes a medicinal product, although there is mounting evidence that, if anything, they could cause harm reduction?

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