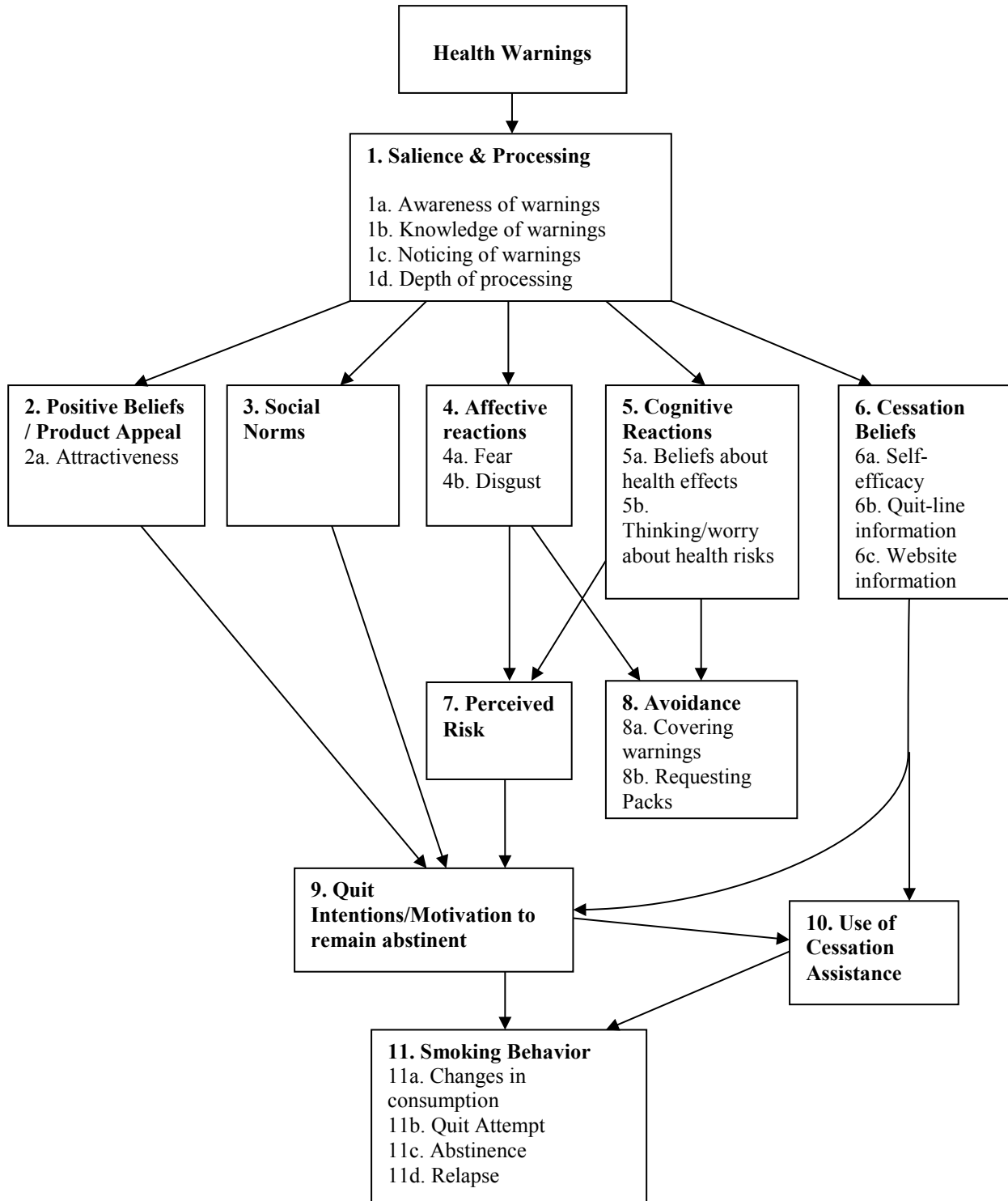


**Attachment 5**

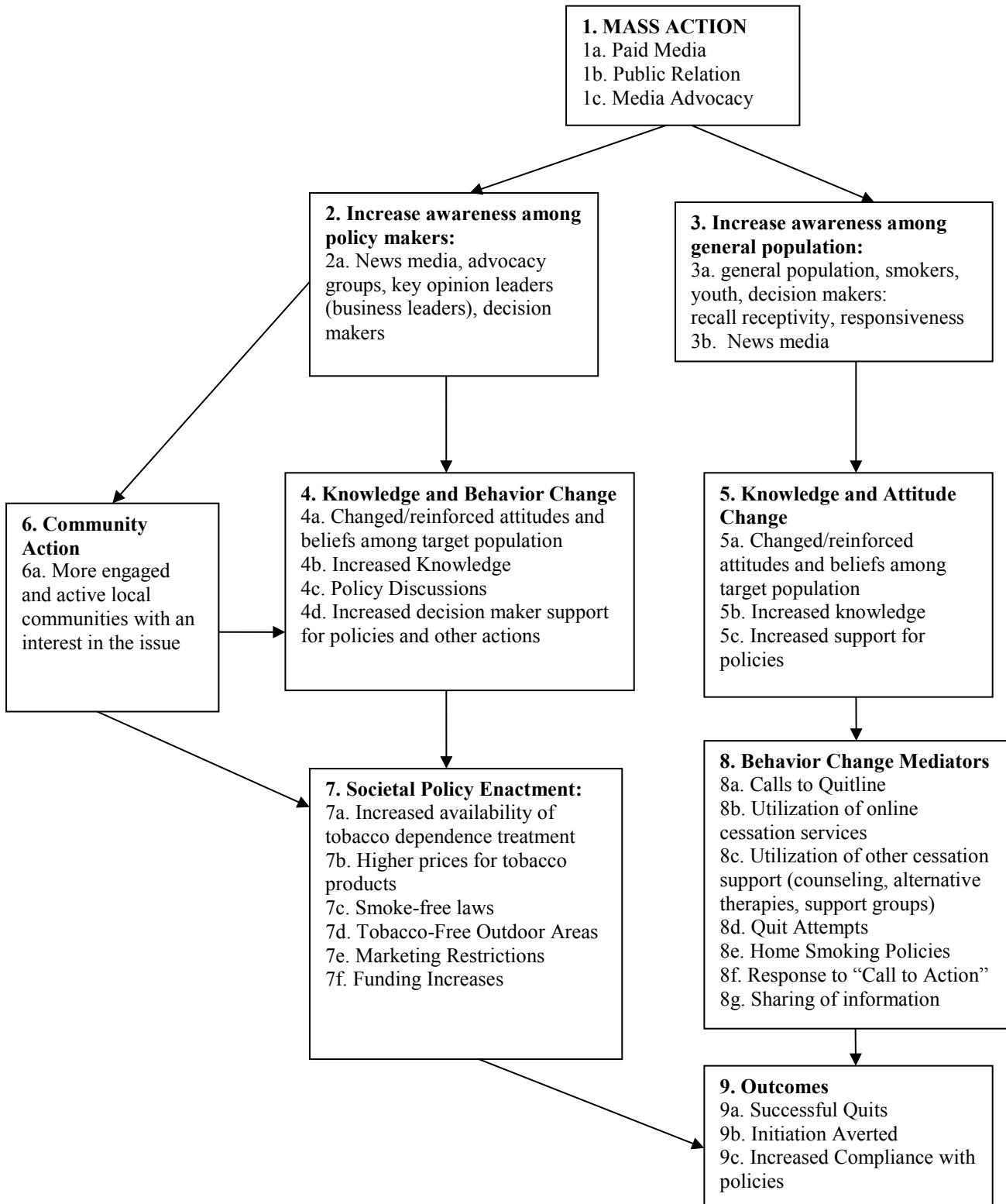
**Sample Conceptual Models**

**June 18, 2013**

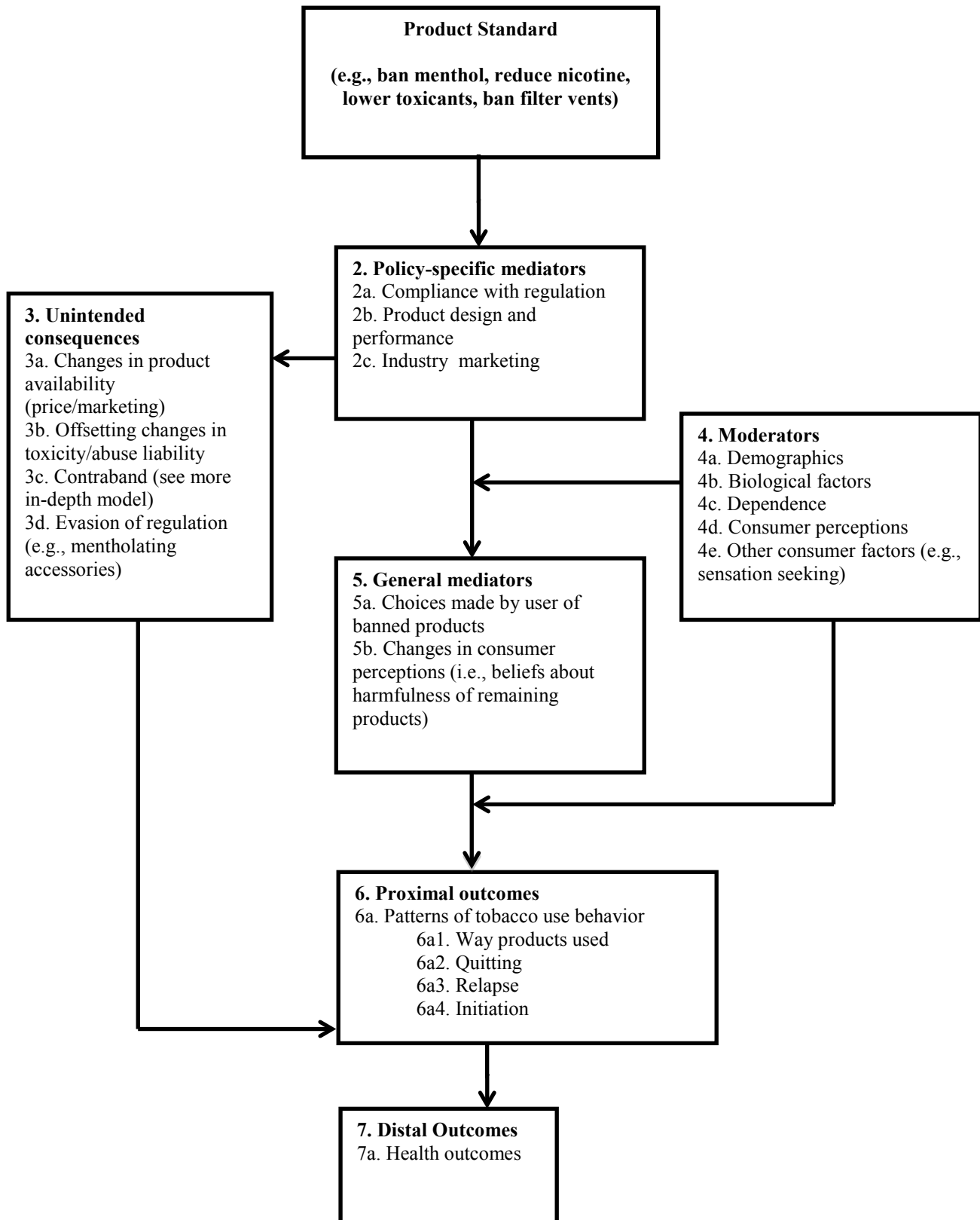
**FIGURE 1. CONCEPTUAL MODEL FOR PACKAGING AND HEALTH WARNING LABELS**



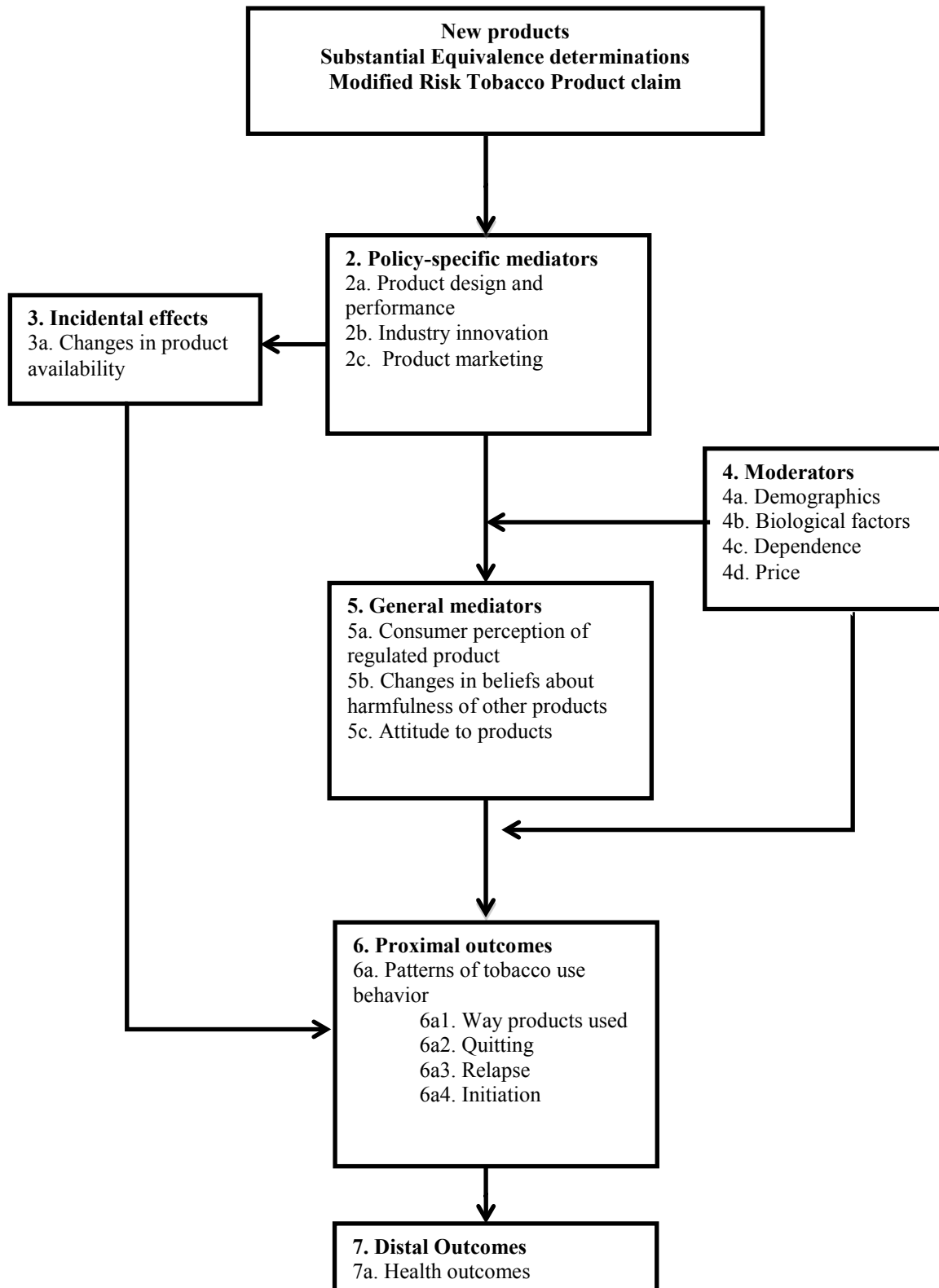
**FIGURE 2. CONCEPTUAL MODEL FOR HEALTH EDUCATION CAMPAIGNS**



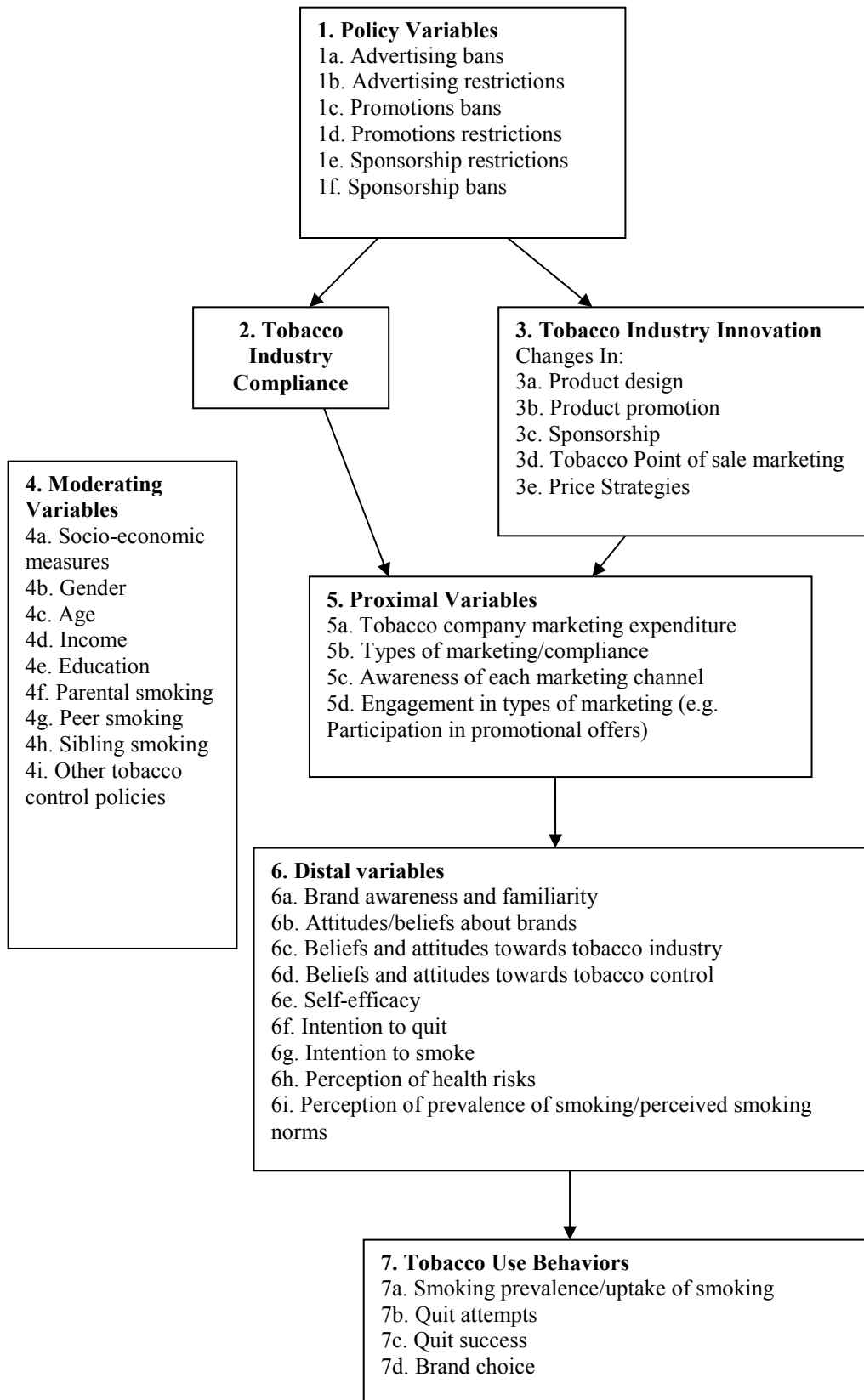
**FIGURE 3. CONCEPTUAL MODEL FOR PRODUCT REGULATION (ADDITIVES) AND PERFORMANCE STANDARDS**



**FIGURE 4. CONCEPTUAL MODEL FOR MODIFIED RISK TOBACCO PRODUCTS AND NEW TOBACCO PRODUCTS**



**FIGURE 5. CONCEPTUAL MODEL FOR INDUSTRY ADVERTISING AND PROMOTION**



**FIGURE 6. CONCEPTUAL MODEL FOR CONTRABAND**

