

Humphries, Cathie

From: Elly Richards (WDHB) [Elly.Richards@waitematadhb.govt.nz]

Sent: Friday, 18 January 2008 6:53 AM

To: standards management

To Whom It May Concern

“Application A576 – Labelling of Alcoholic Beverages with a Pregnancy Health Advisory Label”

I wish to endorse the submission made by ALAC to place warning labels regarding the dangers of drinking when pregnant on alcohol containers.

It is reprehensible that a widely available and highly promoted toxic substance currently does not carry health warnings. There is a strong moral and ethical obligation to inform the public about the health risks of alcohol that transcends and outweighs any commercial imperatives or perceived value about the effectiveness of doing so.

Yours faithfully

Elly Richards

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18/01/2008