



A series of hard-hitting government adverts featuring people smoking cigarettes with a tumour growing from the end is being launched in England.

The ads will tell smokers that just 15 cigarettes can cause a mutation that leads to cancerous tumours in what marks a return to shock campaigning.

It is eight years since government's "fatty cigarette" anti-smoking adverts appeared.

This £2.7m ad campaign will appear on TV, online and posters until February.

Smokers will also be told about NHS quit kits that are available free from pharmacies.

More than a third of smokers still believe the health risks from smoking are greatly exaggerated, recent statistics from the Department of Health showed.

'Risk' Chief medical officer Prof Dame Sally Davies said smokers were still underestimating the serious health risks from smoking.

"We want smokers to understand that each packet of cigarettes increases their risk of cancer. People will see a man smoking and then a cancer growing out of the cigarette. That is what happens in people's bodies."

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