

TOBACCO 101:

CAN YOU GUESS WHAT THESE NUMBERS REPRESENT??

1,000+

800 million

6,000,000+

\$15.15 billion

1,000+

kids become regular, daily smokers each day

800 million

packs of cigarettes consumed by kids each year

6,000,000+

kids under 18 ALIVE TODAY will ultimately DIE from tobacco use

\$15.15 billion

spent annually by the tobacco industry to make sure people keep getting hooked on their deadly product

What do teens think about tobacco?

- Smoking is bad for you
- Smoking causes cancer
- Smoking makes your teeth yellow and your clothes smell
- Tobacco contains nicotine
- People could quit if they really wanted to
- Cigarettes are just tobacco rolled up in paper
- Tobacco Companies are like any other business trying to make a profit



>What the industry knows:

They make a deadly product that kills when used as intended and have hidden the truth from us

Teens are their primary source of replacement smokers and they target you through advertising and marketing

Each cigarette is carefully engineered to deliver nicotine, which is addictive



>What the industry knows:

"Evidence...is building up that heavy cigarette smoking contributes to lung cancer."

Philip Morris 1958 Internal Memo

"I'm unclear in my own mind whether anyone dies of cigarette smoking-related diseases."

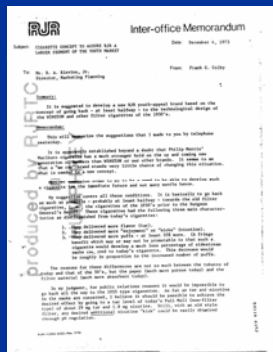
Philip Morris CEO Geoffrey Blaine - testimony during 1998 trial in Minnesota

>What the industry knows:


TEENAGERS= REPLACEMENT SMOKERS

"Today's teenager is tomorrow's potential regular customer ... the smoking patterns of teenagers are particularly important to Philip Morris."


1981 Philip Morris Report



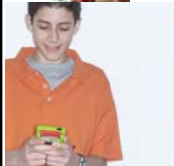
Why Target Teens?




Likely to ignore health consequences



More valuable because of lifelong addiction



Exposed to more peer pressure



>Advertising and Marketing





\$15.15 BILLION per year
...\$36+ MILLION per day



Big Tobacco's Youth Smoking Prevention Program???



