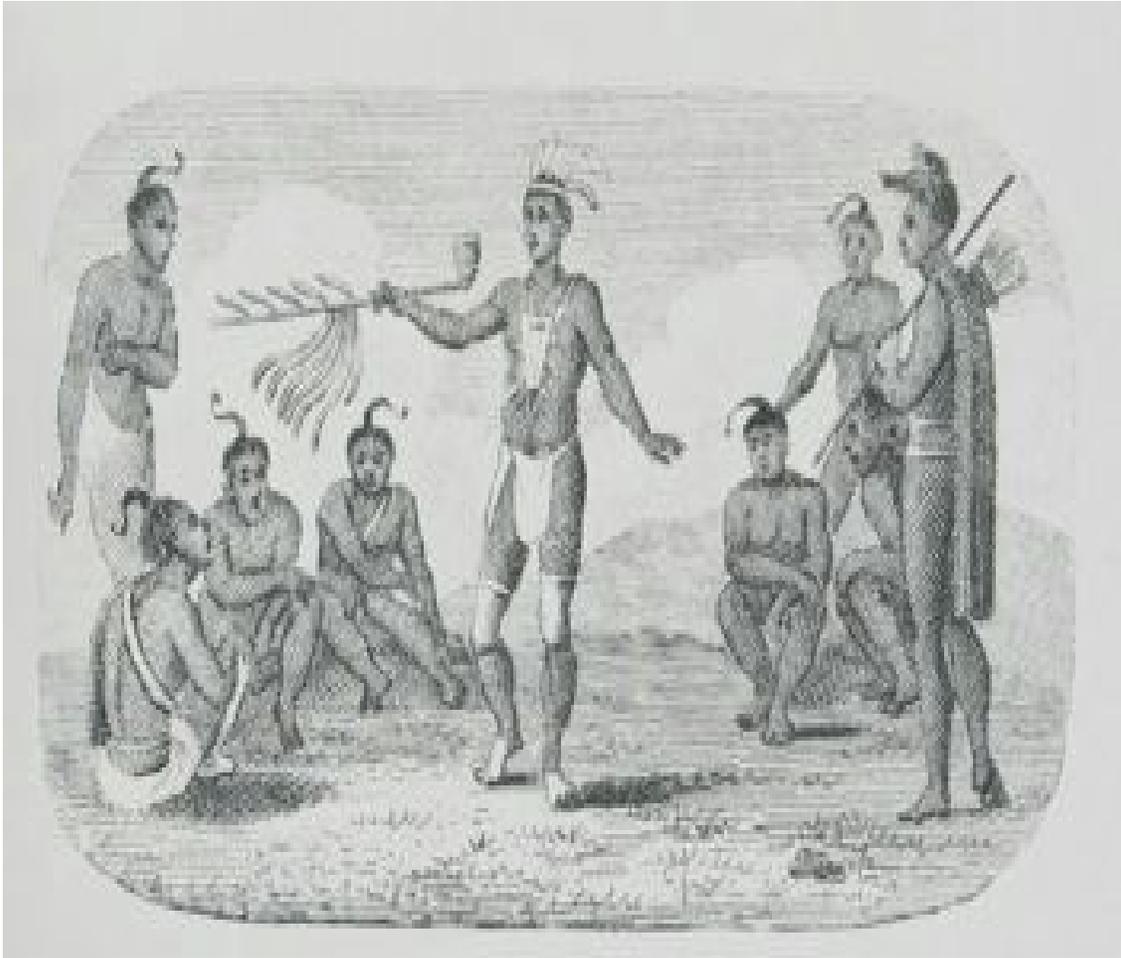


# Early History



## Tobacco as a gift from the Creator

Tobacco was first discovered by the native people of North and South America and long used before Europeans arrived. Tobacco was used as an accepted trade item, for sacred ceremony and believed to carry one's thoughts and prayers to the spirits. Because of its sacred nature, tobacco abuse is seriously frowned upon by the Algonquain tribes of Canada.

Source: [https://en.wikipedia.org/wiki/History\\_of\\_tobacco](https://en.wikipedia.org/wiki/History_of_tobacco)

# 1528



The earliest image of a man smoking a pipe, from *Tabaco* by Anthony Chute.

## Early introduction of tobacco to Europe

Spanish introduced tobacco to Europeans. The French, Spanish, and Portuguese initially referred to the plant as the "sacred herb". The popular demand fueled colonization and became a driving factor of African slavery.

Source: [https://en.wikipedia.org/wiki/History\\_of\\_tobacco](https://en.wikipedia.org/wiki/History_of_tobacco)

# 1600s



Map of Jamestown

## "Virginia Tobacco" and slavery

English colonist John Rolfe arrived at Jamestown, Virginia, and became the first settler to successfully raise tobacco (commonly referred to at that time as "brown gold") for commercial use. Tobacco was used as currency by the Virginia settlers for years.

By the time John Rolfe died in 1622, Jamestown was thriving as a producer of tobacco, and its population had topped 4,000. Tobacco led to the importation of the colony's first black slaves in 1619.

Source: [https://en.wikipedia.org/wiki/History\\_of\\_tobacco](https://en.wikipedia.org/wiki/History_of_tobacco)

# Late 1700s



This 1970 painting shows enslaved Africans working in the tobacco sheds of a colonial tobacco plantation.

## The Founding Fathers and Tobacco

George Washington having gained 17,000 acres of farmland and 286 slaves from his new wife, Martha Dandridge Custis (these added to his own 30 slaves), harvests his first tobacco crop. The British market is unimpressed with its quality, and by 1761, Washington is deeply in debt.

Farmers often spent excess profits on expensive luxury goods from London to indicate to others that their tobacco was selling well. Notably, Thomas Jefferson's Monticello estate was styled after the dwellings of wealthy European aristocrats.

Source: [http://archive.tobacco.org/History/Tobacco\\_History.html](http://archive.tobacco.org/History/Tobacco_History.html)

# Late 1700s



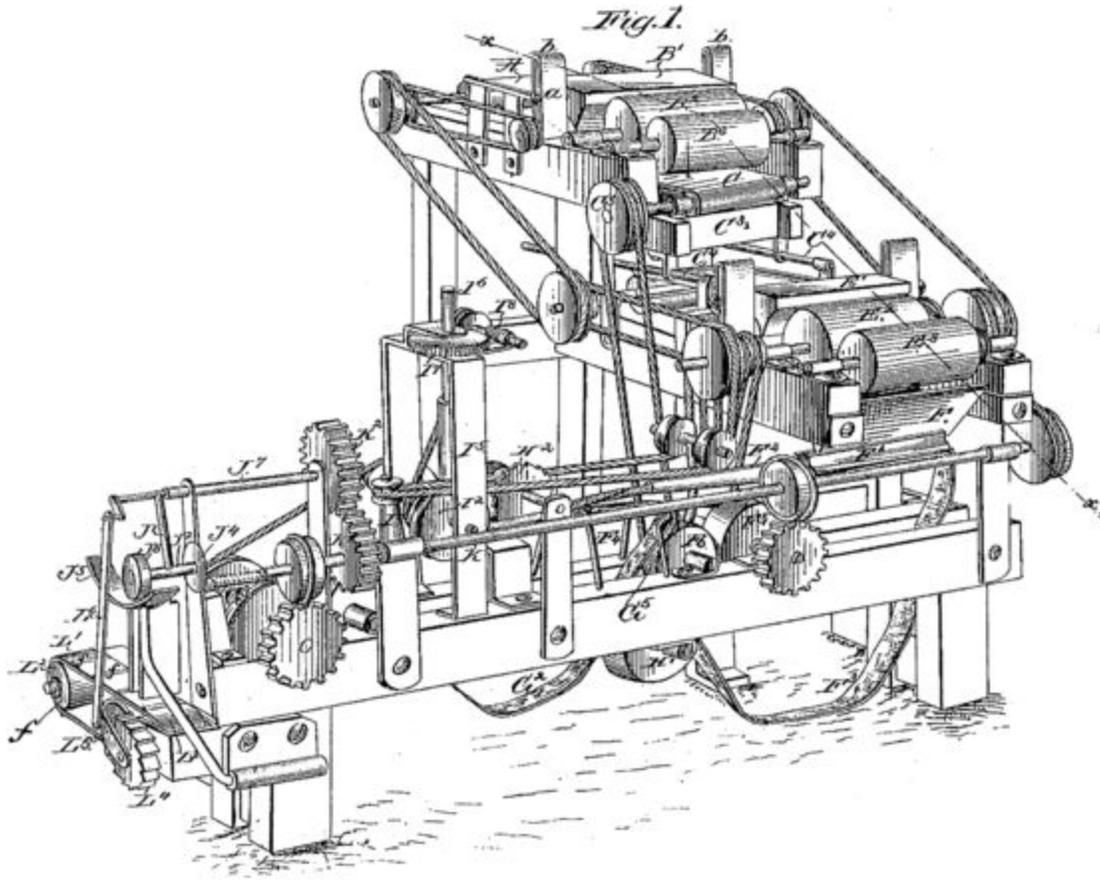
Benjamin Franklin at the Court of France. Painting by Hobens.

## Revolutionary War also known as “The Tobacco War”

Tobacco helps finance the Revolution by serving as collateral for the loan Benjamin Franklin won from France--the security was 5 million pounds of Virginia tobacco. George Washington once appealed to his countrymen for aid to the army: "If you can't send money, send tobacco." During the war, it was tobacco exports that the fledgling government used to build up credits abroad. And, when the war was over, Americans turned to tobacco taxes to help repay the revolutionary war debt.

Source: [http://archive.tobacco.org/History/Tobacco\\_History.html](http://archive.tobacco.org/History/Tobacco_History.html)

# Late 1800s



The Bonsack Machine

## Post American Civil War

With a change in demand and a change in labor force, James Bonsack, an avid craftsman, in 1881 created a machine that revolutionized cigarette production. This machine operated at thirteen times the speed of a human cigarette roller.

Source: [http://archive.tobacco.org/History/Tobacco\\_History.html](http://archive.tobacco.org/History/Tobacco_History.html)

# 1886



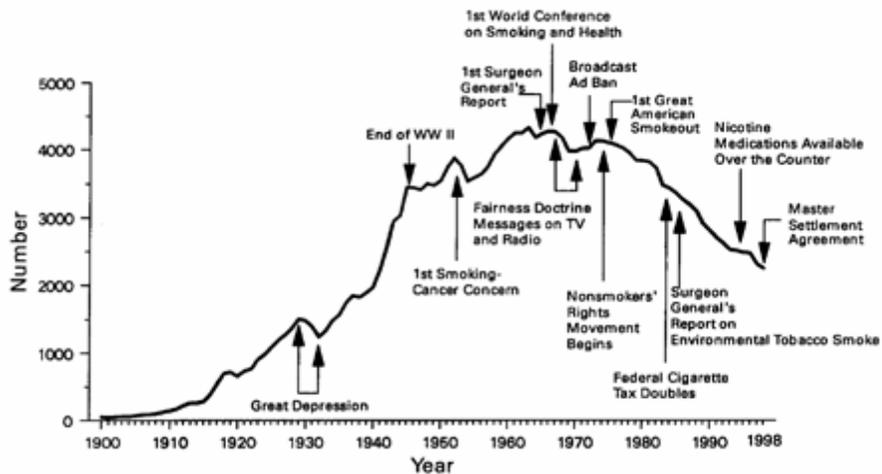
## Women and Cameo

JB Duke targets women with "Cameo" brand.

Source: [http://archive.tobacco.org/History/Tobacco\\_History.html](http://archive.tobacco.org/History/Tobacco_History.html)

# 1889

FIGURE 1. Annual adult per capita cigarette consumption and major smoking and health events — United States, 1900–1998



Sources: United States Department of Agriculture; 1986 Surgeon General's Report.

## Lung cancer

Lung cancer is an extremely rare disease: there are only 140 documented cases worldwide.

In 2015, 158,040 Americans are expected to die from lung cancer.

Source: [http://archive.tobacco.org/History/Tobacco\\_History.html](http://archive.tobacco.org/History/Tobacco_History.html) and American Lung Association

# 1904 - 1923



## **Criminalizing Women Smokers**

In New York a judge sends a woman to jail for 30 days for smoking in front of her children. A woman is arrested for smoking a cigarette in an automobile. "You can't do that on Fifth Avenue," the arresting officer says. In New Jersey, a teacher's attempt to get her job back after being fired for cigarette smoking reaches the state Supreme Court, but fails.

Source: [http://archive.tobacco.org/History/Tobacco\\_History.html](http://archive.tobacco.org/History/Tobacco_History.html)

# 1912

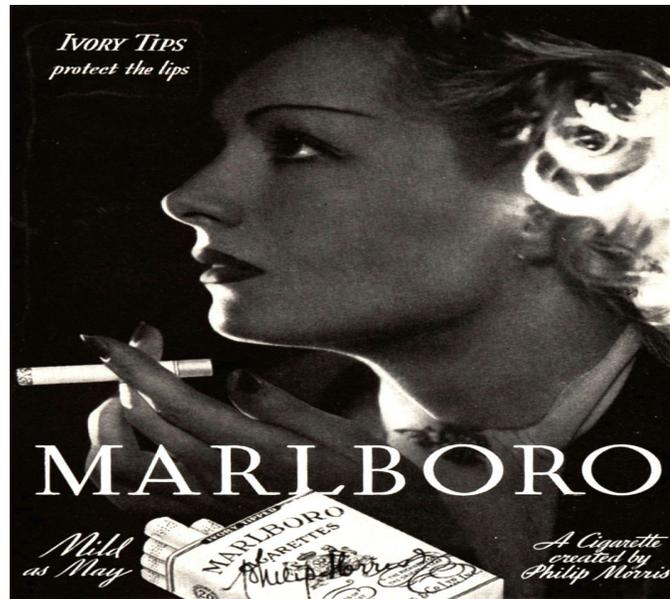


## **First link to Lung Cancer**

First strong link made between lung cancer and smoking. In a monograph, Dr. Isaac Adler is the first to strongly suggest that lung cancer is related to smoking.

Source: [http://archive.tobacco.org/History/Tobacco\\_History.html](http://archive.tobacco.org/History/Tobacco_History.html)

# Mid-1920s



## Marketing to Women

Philip Morris introduces Marlboro, a cigarette that is "Mild as May" targets "decent, respectable" women. A 1927 ad reads, "Women quickly develop discerning taste. That is why Marlboros now ride in so many limousines, attend so many bridge parties, and repose in so many handbags."

A sensation is created when George Washington Hill aims the Lucky Strike ad campaign at women for the first time, using testimonials from female movie stars. Soon Lucky Strike has 38% of the American market.

Smoking initiation rates among adolescent females triple between 1925-1935.

Life Magazine runs ads for L&M featuring Barbara Stanwyck and Rosalind Russell giving testimonials for the brand's new "miracle product," the "alpha cellulose" filter that is "just what the doctor ordered." These ads will figure prominently in the Cipollone trial 30 years later.

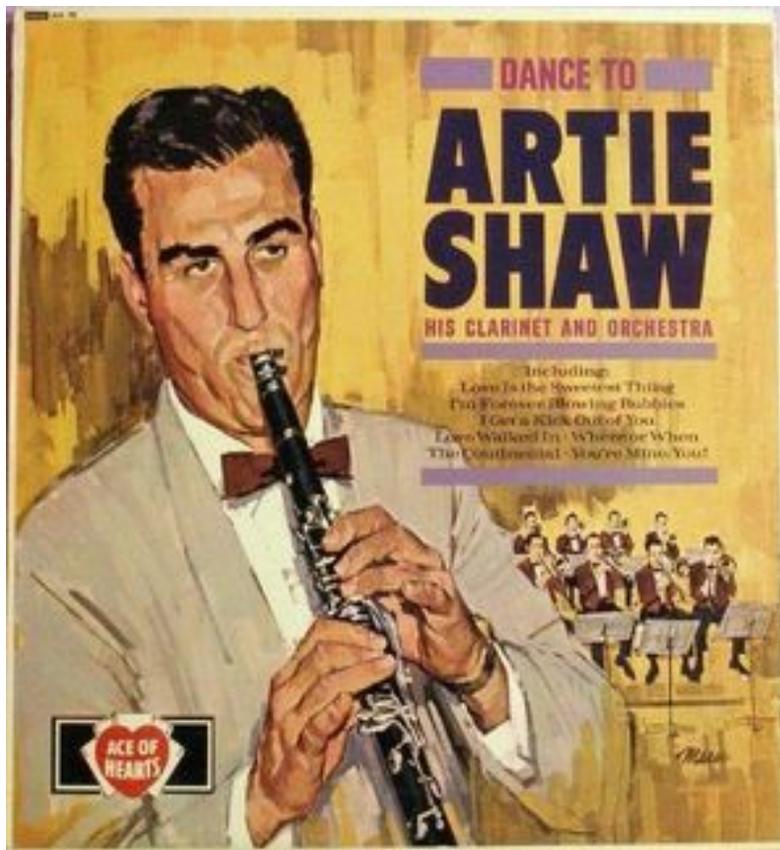
# 1930s - 1940s



## The 1st Modern Anti-smoking Campaign

Nazi Germany condemned tobacco use, funding research and levying increasing sin taxes. In 1941 tobacco was banned in various public places as a health hazard. The anti-tobacco campaign was also associated with racism and antisemitism, Jews being blamed for its initial import, and the need to keep the "Master Race" healthy being cited for the effort to squelch its use.

# 1938



## **Sponsorship and discrimination**

The sponsor of the Artie Shaw's band radio show, Old Gold cigarettes, bans Billie Holiday, and demands that only the band's white singer, Helen Forrest, be allowed to perform.

Source: [http://archive.tobacco.org/History/Tobacco\\_History.html](http://archive.tobacco.org/History/Tobacco_History.html)

# 1940



Workers at the St. Louis Ordnance plant can't carry matches so electric lighters are provided in the cafeterias on June 26, 1942, where smoking is permitted. Woman war worker gets a light. (AP Photo/Edward Kitch)

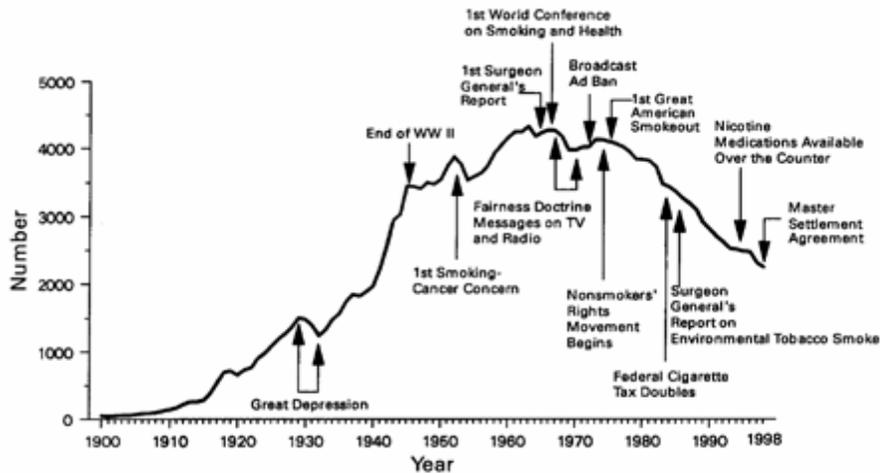
## World War II

Rates of smoking increase among both men and women as army rations include cigarettes—often provided free by cigarette companies—and many women, now entering the workforce for the first time, begin smoking on the job.

Source: <http://www.rwjf.org/maketobaccohistory>

# 1963

**FIGURE 1. Annual adult per capita cigarette consumption and major smoking and health events — United States, 1900–1998**



Sources: United States Department of Agriculture; 1986 Surgeon General's Report.

## Peak consumption

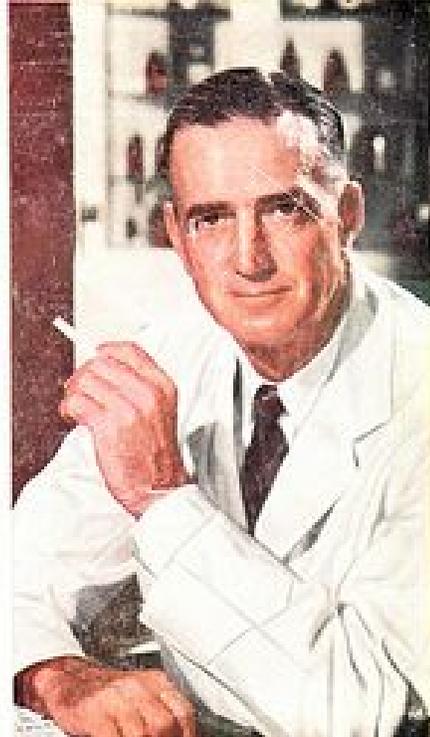
Yearly per capita consumption of cigarettes in the U.S. reaches its peak, at 4,336 cigarettes per person per year — more than a pack of cigarettes every two days.

Source: <http://www.rwjf.org/maketobaccohistory>

# 1964

*According to repeated nationwide surveys,*

**More Doctors  
Smoke CAMELS  
than any other  
cigarette!**



## Cigarette Advertising Code

The tobacco industry's Cigarette Advertising Code, announced in the Spring of 1964 to minimize the FTC's ad restrictions, takes effect. Drawn up by the Policy Committee of Lawyers, its administrator is respected ex-NJ-governor Robert B. Meyner, who was given authority to fine violators up to \$100,000. The code banned advertising and marketing directed mainly at those under 21 years old, and ended advertising and promotion in school and college publications. No violations or fines were ever levied.

Source: [http://archive.tobacco.org/History/Tobacco\\_History.html](http://archive.tobacco.org/History/Tobacco_History.html)

# 1964



U.S. Surgeon General Luther Terry at press conference to release the 1964 report on Smoking and Health.

## **1st Surgeon General's Advisory Committee on Smoking and Health report**

The report had an impact on public attitudes and policy. In 1958 only 44% of Americans believed smoking caused cancer, by 1968 it was 78%.

The report named smoking as the most important cause of chronic bronchitis and pointed to a correlation between smoking and emphysema, and smoking and coronary heart disease. It insisted that the "tobacco habit should be characterized as an habituation rather than an addiction," in part because the addictive properties of nicotine were not yet fully understood, in part because of differences over the meaning of addiction.

Source: National Library of Science



# 1969



## Public Health Cigarette Smoking Act

Congress passes the Public Health Cigarette Smoking Act, banning cigarette advertising on television and radio and requiring a stronger health warning on cigarette packages: "Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health." Ads will actually come off the air in 1971.

Source: <http://www.rwjf.org/maketobaccohistory>

# 1970



## Great American Smokeout Day

The first Great American Smokeout Day, February 18, takes place in Randolph, Mass. Arthur P. Mullaney, guidance counselor at Randolph High School works with students to set aside one day to not smoke and donate money they would have spent on cigarettes to a scholarship fund. (The Great American Smokeout Day will become a national event in 1977.)

Source: <http://www.rwjf.org/maketobaccohistory>

# Since 1971

**Nature is not negotiable.**

Natural American Spirit is the only brand that features both cigarettes made with 100% certified organic tobacco as well as cigarettes made with 100% additive-free natural tobacco.

In our effort to create exceptional products in a thoughtful and sustainable way, we've pioneered our own earth-friendly and organic tobacco growing programs and committed to renewable energy sources, including wind power and reforestation.

We are so confident that you will appreciate the premium, additive-free tobacco used in Natural American Spirit products that we want you to try it for yourself.



the additive-free alternative

**Call for your sample carton\***  
1-800-872-6460 ext 79951 or visit [www.nascigs.com](http://www.nascigs.com)

\*Due to legal restrictions in NY-AR-AK-CT-GA-IA-MA-MD-MN-MT-OR-UT-WA-WI and other locales, alternate offer is available. Offer restricted to U.S. smokers 21 years or older. Limit one offer per person per 12 month period. S&H and other restrictions may apply.

**SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.**

No additives in our tobacco does **NOT** mean a safer cigarette.

SMOKING "LIGHT" FILTERED CIGARETTES DOES NOT ELIMINATE THE HEALTH RISKS OF SMOKING. Actual levels of tar and nicotine experienced by the smoker may vary widely depending on how you smoke. For more information, see [www.nascigs.com](http://www.nascigs.com)

THIS PIECE HAS BEEN MADE FROM RECYCLED MATERIALS

## Big Tobacco and Native Americans

Philip Morris has been sponsoring Native American events since 1971 beginning with the art exhibit “200 Years of North American Indian Art” as a way to clean up their corporate image. Over the years, sponsored programs have included education, festivals, and other political organizations and programs. The amount of money has ranged from \$1,000 to the National Museum of American Indians to \$20,000 to Oklahoma City’s Red Earth Festival. Many programs have accepted funding from tobacco companies because they believed “no strings” were attached. However, these events support their façade as a good corporation who cares about poor communities. When in actuality it only contributes to their long-term goal of positive image enhancement.

Source: Project Titan: Tobacco Industry Tactics Aimed at Native Americans at the University of Oklahoma Health Sciences Center

# 1973

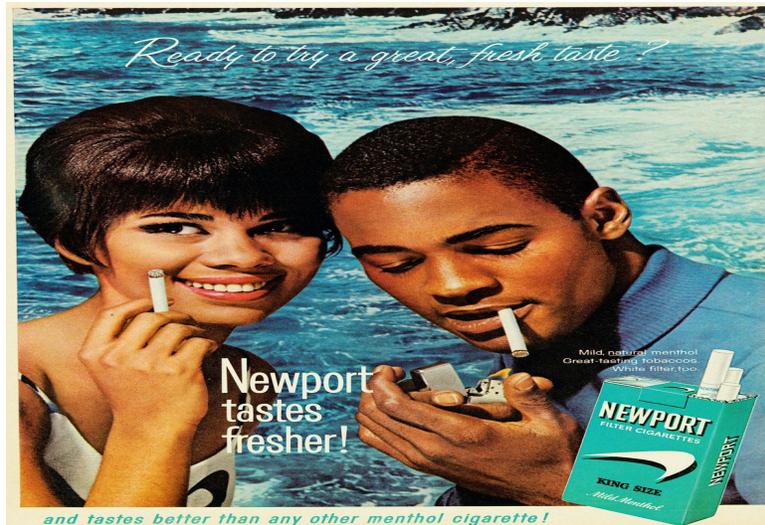


## Battle of the Sexes

Tennis' "Battle of the Sexes." Billie Jean King, wearing Virginia Slims colors, and Virginia Slims sequins on her chest, defeats Bobby Riggs.

Source: [http://archive.tobacco.org/History/Tobacco\\_History.html](http://archive.tobacco.org/History/Tobacco_History.html)

# 1978



## Targeting young African Americans

A Lorillard sales seminar document reveals ways to target their menthol brand Newport cigarettes to the African American community. Menthol cigarettes have higher carbon monoxide concentrations than non-mentholated cigarettes. Research indicates that mentholated cigarettes may increase the risk of lung and bronchial cancer by promoting lung permeability and diffusion of smoke particles.

Studies indicate that an estimated 1.6 million African Americans under the age of 18 who are alive today will become regular smokers. Consequently, about 500,000 of these individuals will die prematurely from tobacco-related disease. This is a direct result of the targeting of cigarette advertisements, specifically mentholated advertisements, to African Americans.

Source: <http://www.rwjf.org/maketobaccohistory> and [https://en.wikipedia.org/wiki/Tobacco\\_marketing\\_and\\_African\\_Americans](https://en.wikipedia.org/wiki/Tobacco_marketing_and_African_Americans)

# 1980

NOTED THROAT SPECIALISTS REPORT on 30-Day Test of Camel-smokers . . .

## Not one single case of throat irritation *due to smoking* **CAMELS!**

Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels--and only Camels--for 30 consecutive days.

Meet Miss **HITA TENNANT**, secretary, who recently made the 30-Day Test of Camel MILDNESS under the observation of a noted throat specialist.

**ALTHOUGH SHE'S SMOKED** only one brand of Camels for the 30-Day Test, like all other smokers in the nation she says, her doctor examined every week by a specialist.

**ALL SALTHOUSE-OFFICE CLOSERS** at the central office for Blue! The call comes for a Camel and smoking. "I am really delighted to be making the one. Every Camel comes as good!"

**30th DAY - FINAL EXAMINATION!** Doctor returns the sign of danger, saying, "You did it smoking Camels. Risk, but well-rewarded." And smoking it really is much fun with Camels!

**IT'S FUN!** Smoke Camels--and only Camels--for 30 days. Compare them to your "I Zoned" ("I for throat, T for throat). . . Let your throat tell you about Camel's good mildness. Let your taste tell you about Camel's wonderful flavor.

**YES, MY DOCTORS REPORT JUST PROVED WHAT MY OWN THROAT TOLD ME ABOUT CAMELS-- THEY'RE SO MILD! AND THEY TASTE SO GOOD!**

*Rita Tennant*

*Start your own 30-Day Camel MILDNESS Test Today!*

## Health Consequences of Smoking for Women report

First U.S. Surgeon General Report on the Health Consequences of Smoking for Women is released. While smoking rates remain lower among women than men, initiation of smoking among adolescent females continues to rise. The report projected that lung cancer death rate will surpass that of breast cancer in the early 1980s. The risk of spontaneous abortion, fetal death, and neonatal death increases directly with increasing levels of maternal smoking during pregnancy.

Source: <http://www.rwjf.org/maketobaccohistory>

# 1980



## **Lois Lane lights up in Superman II.**

In 50 years of comic book appearances, Lois Lane never smoked.

For a reported payment of \$42,000, Philip Morris purchases 22 exposures of the Marlboro logo in the movie; Lois Lane, strong role model for teenage girls, gets a Marlboro pack on her desk and begins chain smoking Marlboro Lights. At one point in the film, a character is tossed into a van with a large Marlboro sign on its side, and in the climactic scene the superhero battles amid a maze of Marlboro billboards before zooming off in triumph, leaving in his wake a solitary taxi with a Marlboro sign on top. The New York State Journal of Medicine even published an article titled "Superman and the Marlboro Woman: The Lungs of Lois Lane." Throughout the 80s, "Superman II" is frequently re-run on TV in prime time.

Source: [http://archive.tobacco.org/History/Tobacco\\_History.html](http://archive.tobacco.org/History/Tobacco_History.html)

# Late 1980s

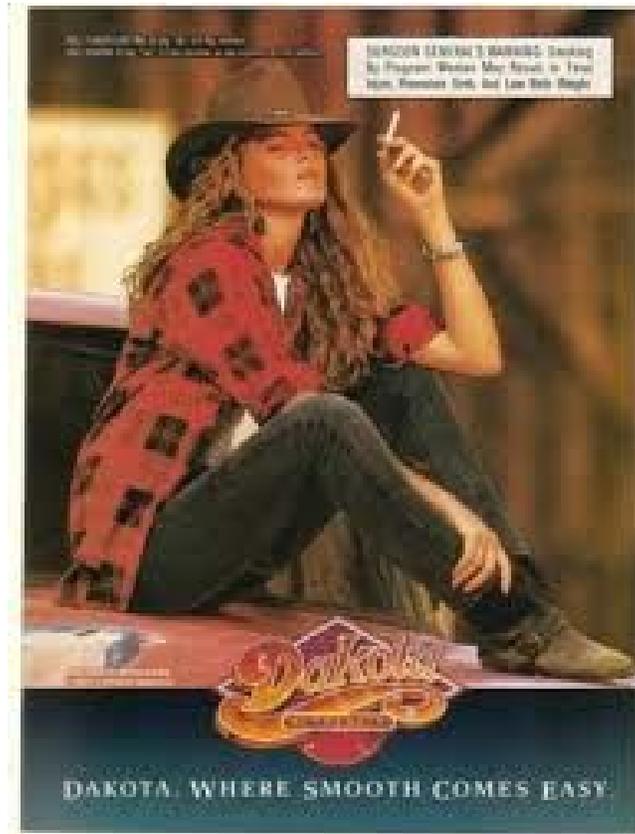


## Winston "Nuestra Gente"

Tobacco industry documents reflect the industry's early enthusiasm for the Hispanic market, as a young, growing, geographically concentrated and brand loyal market. In the late 1980s, R.J. Reynolds began to promote Winston through its Nuestra Gente (our people) campaign, using print advertisements promoting traditional Hispanic cultural values. The success of this campaign was limited, so R.J. Reynolds turned their focus toward targeting young adult Hispanic populations by promoting Camel through with its "Un Tipo Sauve" ("Smooth Moves") advertisements, concentrating efforts in geographic areas with large Hispanic populations and promoting products at events featuring Hispanic entertainers.

Source: [tobaccofreekids.org](http://tobaccofreekids.org)

# 1983 - 1990



## Targeting youth

The creative director of a New York advertising agency spoke of working on tobacco advertisements, "We were trying very hard to influence kids who were 14 to start smoking".

Marketing firm Spector M. Marketors, under contract for R.J. Reynolds Tobacco Company developed plans to promote "Dakota" brand cigarettes to the "virile female," including 18- through 20-year-old women

Source: Medical J of Australia, 5 March 1983, p.237

# 1985



**Lung cancer surpasses breast cancer as the number one killer of women**

A distinction that still holds today.

Source: <http://www.rwjf.org/maketobaccohistory>



# 1992



## **Sale to minors.**

The Synar Amendment to the Alcohol, Drug Abuse, and Mental Health Administration Reorganization Act requires states to enact laws prohibiting the sale and distribution of tobacco products to minors.

Source: <http://www.rwjf.org/maketobacohistory>

# 1994



## **"Nicotine is not Addictive"**

Seven big tobacco company executives testified before a congressional subcommittee, swearing that nicotine was not addictive. The televised panel, led by Representative Henry Waxman, questioned the executives for six hours. One executive insisted that cigarettes were no more addictive than coffee, tea or Twinkies. "The difference between cigarettes and Twinkies," Waxman replied, "is death."

Source: <http://www.rwjf.org/maketobacohistory>

# 1994

## **Congress protects Big Tobacco.**

124 members of the House sent a sharply worded letter to the FDA, claiming the agency's tobacco proposal would put 10,000 jobs at risk and "trample First Amendment rights to advertise legal products to adults."

Two weeks later, 32 senators signed a virtually identical letter. According to Common Cause, those senators who signed the letter had received an average of \$31,368 from tobacco, compared to \$11,819 for those senators who did not sign. Similarly, the House signatories received an average of \$19,446, in contrast to \$6,728 for other Congress members.

Source: Mother Jones

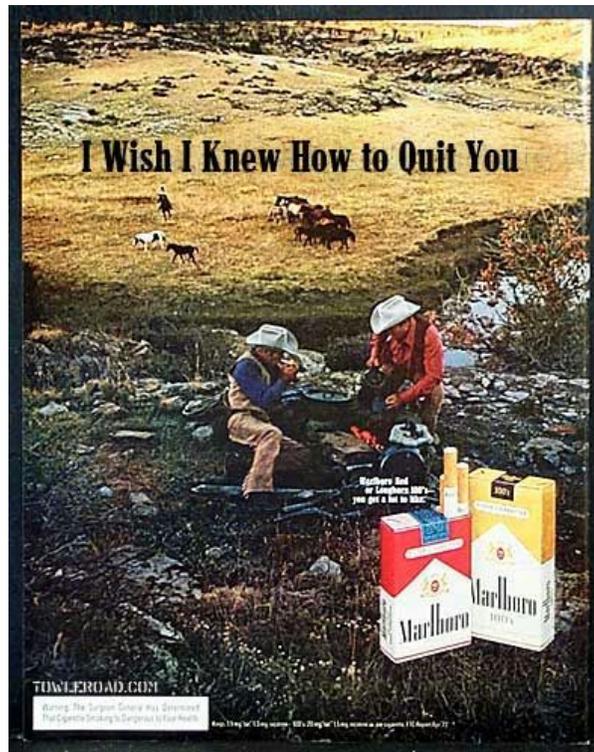
# 1994

## **Big Tobacco and Latinos**

Philip Morris and R.J. Reynolds each gave the U.S. Hispanic Chamber of Commerce \$75,000. That same year, the Hispanic Chamber of Commerce mailed 92,000 letters urging business owners and employees to lobby against a proposed tobacco tax increase.

Source: [tobaccofreekids.org](http://tobaccofreekids.org)

# 1995



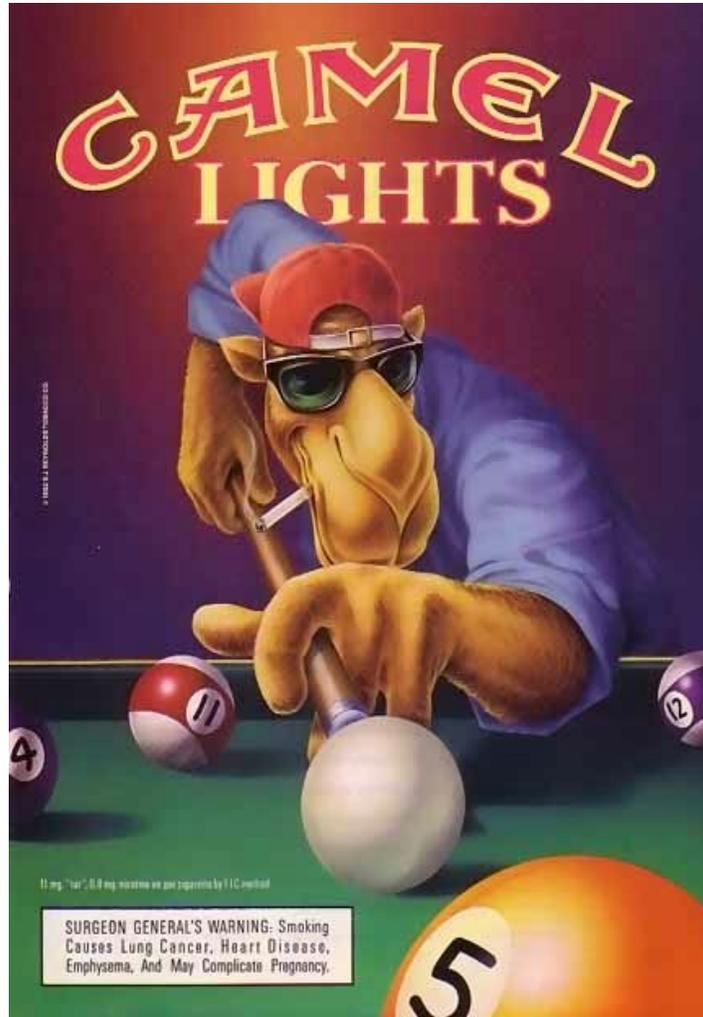
## Big Tobacco and LGBTQ

Project SCUM - The acronym "SCUM" stood for "subculture urban marketing." A proposal by R. J. Reynolds Tobacco Company, Project SCUM was a plan to sell cigarettes to members of the "alternative lifestyle" areas of San Francisco, in particular the large number of gay people in the Castro and homeless people in the Tenderloin. Perhaps recognizing the offensive nature of its label, the marketing plan was later renamed Project Sourdough.

Philip Morris was the number one contributor to the Gay Men's Health Crisis (\$150,000). RJR gave \$50,000.

Source: [https://en.wikipedia.org/wiki/Project\\_SCUM\\_and\\_tobacco.org](https://en.wikipedia.org/wiki/Project_SCUM_and_tobacco.org)

# 1997



## Joe Camel

FTC accuses Joe Camel ad campaign of illegally targeting underage youth.

Source: [http://archive.tobacco.org/History/Tobacco\\_History.html](http://archive.tobacco.org/History/Tobacco_History.html)

# 1998

## Master Settlement Agreement

The Attorneys General of 46 states signed the Master Settlement Agreement with the four largest tobacco companies in the United States to settle state suits to recover billions of dollars in costs associated with treating smoking-related illnesses. The Agreement also imposed restrictions on the advertising, marketing and promotion of cigarettes — for example, prohibiting youth-targeted ads including the use of cartoons such as Joe Camel. In FY2014, states will collect \$25 billion in revenue from the tobacco settlement and tobacco taxes, but will spend only 1.9 percent of it – \$481.2 million – on programs to prevent kids from smoking and help smokers quit.

Source: <http://www.rwjf.org/maketobacohistory>

# 1998

## Tobacco Use Among U.S. Racial/Ethnic Minority Groups

---

African Americans  
American Indians and Alaska Natives  
Asian Americans and Pacific Islanders  
Hispanics

A Report of the  
Surgeon General  
1998



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Centers for Disease Control and Prevention  
National Center for Chronic Disease Prevention and Health Promotion  
Office on Smoking and Health

## Surgeon General's report on "Tobacco Use Among U.S. Racial/Ethnic Minority Groups"

The report is the first to address the diverse tobacco control needs of four major U.S. racial/ethnic minority groups—African Americans, American Indians and Alaska Natives, Asian Americans and Pacific Islanders, and Hispanics. The report notes that African Americans suffer the greatest burden of tobacco-related mortality of any ethnic or racial group in the United States, and that complex relationships and robust outreach from tobacco companies to these communities could hamper progress in reducing that burden.

Source: <http://www.rwjf.org/maketobaccohistory>



# 1998

## **Brown v. Phillip Morris**

The national civil rights class action lawsuit on behalf of African American smokers of mentholated cigarette brands was filed in Federal District Court in Philadelphia, PA.

Source: [http://archive.tobacco.org/History/Tobacco\\_History.html](http://archive.tobacco.org/History/Tobacco_History.html)

# 2000 - 2005



## Asian Americans and Smoking

While the overall rate of smoking among Asian Americans is 17%, the rate among certain subgroups is concerning. Past month tobacco use rates were higher for immigrants aged 18 or older from Japan (24%), Korea (30.2%), and Vietnam (25.5%) compared with adult immigrants from the Philippines (13.5%) or China (10.1%).

Among AAPI males, Laotians and Cambodians have the highest smoking rates at 72% and 71%, respectively. Among Pacific Islander males, Tongans and Palauans have the highest smoking rates at 65% and 53%, respectively (Asian Pacific Partners for Empowerment and Leadership).

Source: Substance Abuse and Mental Health Services Administration, 2005 and Asian Pacific Partners for Empowerment and Leadership, 2000

# 2001

## **Surgeon General's report and LGB**

Surgeon General's Report Women & Smoking mentions LGB (Lesbians, Gays and Bisexuals) smoking disparities for the first time.

Source: [lgbthealthequity.wordpress.com](http://lgbthealthequity.wordpress.com)

# 2002



## Oregon Clean Air Act

Oregon Clean Air Act prohibits smoking in public places including educational facilities and prohibits any person under the age of 18 to possess tobacco products on school grounds, in school facilities or at school-sponsored activities.

Source: <http://www.nasbe.org/>

# 2004

The components of a typical e-cigarette are illustrated below:

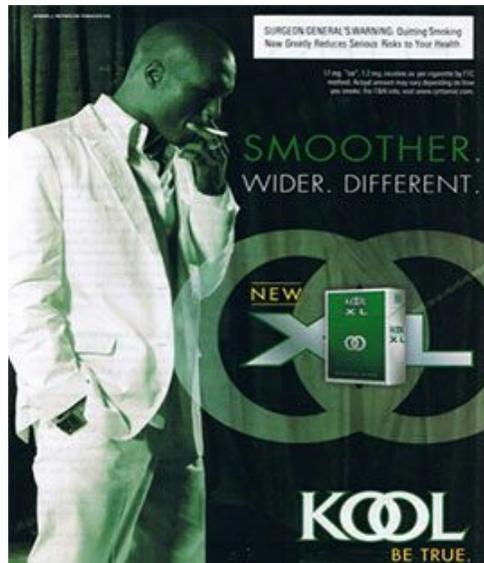


## Electronic Cigarettes

E-Cigarettes introduction to the global market.

Source: [https://en.wikipedia.org/wiki/Electronic\\_cigarette](https://en.wikipedia.org/wiki/Electronic_cigarette)

# 2004



## **Kool and African Americans**

Kool brand cigarettes release an ad campaign (“Kool Mixx”) aimed at African American youth, featuring images of young rappers, disc jockeys and dancers on cigarette packs and in advertising. The vernacular origins of cool stemmed directly from the jazz culture of the 1950s and 1960s. It was during this time that the term cool went from a definition of cold to an urban definition of being: "The Birth of Cool". The Kool brand capitalized off this new culture of "coolness" in African American culture that evolved from the Miles Davis' jazz movement.

The campaign also promotes a new line of cigarette flavors like Caribbean Chill, Mocha Taboo, and Midnight Berry using images of African Americans. Print advertising for tobacco products is still very prevalent in Black magazines.

Source: <http://www.rwjf.org/maketobaccohistory>

# 2006



## **Tobacco companies liable for marketing to children**

On August 17, 2006 Judge Kessler issued a 1,683 page opinion holding the tobacco companies liable for fraudulently covering up the health risks associated with smoking and their marketing to children. The judge concluded, “From the 1950s to the present, different defendants, at different times and using different methods, have intentionally marketed to young people under the age of twenty-one in order to recruit ‘replacement smokers’ to ensure the economic future of the tobacco industry.”

Source: <http://www.rwjf.org/maketobaccohistory>

# 2007

## **Marketing to low-income and people of color**

Studies emerge documenting the disproportionate amount of tobacco advertising in low-income, minority communities. A 2007 study found that there were 2.6 times more tobacco advertisements per person in areas with an African American majority compared to white-majority areas.

Source: <http://www.rwjf.org/maketobacohistory>

# 2014

## Fruity Flavors

THEN



NOW



## National Youth Tobacco Survey

The 2014 National Youth Tobacco Survey found that for the first time, e-cigarette use exceeded cigarette use among students in all three grades surveyed (8th, 10th and 12th), with more than twice as many 8th and 10th graders reporting using e-cigarettes compared to regular cigarettes.

Source: Arrazola et al 2015

# 2015

**DEAR SMOKING BAN,**



**blu ELECTRONIC CIGARETTE**

Take back your freedom to smoke anywhere with blu electronic cigarettes. blu produces no smoke and no ash, only vapor, making it the smarter alternative to regular cigarettes. It's the most satisfying way to tell the smoking bans to kiss off. Okay, maybe the second-most satisfying way.

New blu Smart Pack

**blucigs.com**

18+ only. CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

**THE REAL COSTS OF CIGARETTES**  
INFOGRAPHIC

CIGARETTE BUTTS ARE TOXIC AND CANNOT BE RECYCLED TO BE REUSED

WORLDWIDE SMOKERS TOSS AT LEAST **4.5 TRILLION** CIGARETTE BUTTS EACH YEAR



EACH YEAR NEARLY 600 MILLION TREES ARE DESTROYED TO PROVIDE FUEL TO DRY TOBACCO

ONE OUT OF TWO SMOKERS DIE BECAUSE OF SMOKING

20 BILLION CIGARETTES ARE SMOKED EACH DAY

ON AVERAGE A PACK A DAY SMOKER WILL SAVE AROUND \$1,200 IF THEY SWITCH TO ELECTRONIC CIGARETTE



**VapoRpress**

## E-Cig and Big Tobacco

Tobacco companies, recognizing the development of a potential new market sector that could render traditional tobacco products obsolete, are increasingly involved in the production and marketing of their own brands of e-cigarettes and in acquiring existing e-cigarette companies. As of March 2015, 74% of all e-cigarette sales in convenience stores in the U.S. were products made by tobacco companies. As of May 2015, 80% were products made by tobacco companies.

Source: [https://en.wikipedia.org/wiki/Electronic\\_cigarette](https://en.wikipedia.org/wiki/Electronic_cigarette)