

“NICOTINE IS NOT ADDICTIVE.”

“CIGARETTES DON'T CAUSE CANCER.”

“WE WILL NOT
MARKET TO KIDS.”



Big Tobacco's been caught. Again.

A California judge just fined R.J. Reynolds \$20 million for marketing to kids. In fact, Big Tobacco has increased marketing by 42 percent since they promised to stop targeting kids in the 1998 state tobacco settlement. They're spending \$26 million a day to market their deadly products — they need to replace the thousands who die each year. They know 9 in 10 regular smokers start as kids.

And there's plenty more in Big Tobacco's pack of lies... they're *still* making deceptive claims about “safer” cigarettes, *still* fighting measures proven to reduce youth smoking and *still* hooking 2,000 kids a day. It's time to stop Big Tobacco's lies... for good.

**WE NEED FDA REGULATION OF TOBACCO
BECAUSE BIG TOBACCO JUST WON'T QUIT**

CAMPAIGN For TOBACCO-FREE Kids®

www.tobaccofreekids.org

Action on Smoking and Health • Allergy and Asthma Network – Mothers of Asthmatics
American Academy of Addiction Psychiatry • American Academy of Child and Adolescent Psychiatry • American Academy of Family Physicians
American Academy of Nurse Practitioners • American Academy of Otolaryngology – Head and Neck Surgery • American Cancer Society
American College of Physicians – American Society of Internal Medicine • American College of Cardiology • American College of Chest Physicians
American College of Preventive Medicine • American Dental Association • American Heart Association
American Lung Association • American Medical Association • American Medical Women's Association • American Public Health Association
American School Health Association • American Society of Clinical Oncology • Asian Pacific Community Health Organizations
Community Anti-Drug Coalitions of America/The Drug-Free Kids Campaign • Interreligious Coalition on Smoking or Health
National Association of County and City Health Officials • National Association of Local Boards of Health
National Association of School Nurses • National Center for Policy Research for Women and Families
National Education Association • National Latino Council on Alcohol and Tobacco Prevention • Oncology Nursing Society
Oral Health America • Society for Public Health Education • Summit Health Coalition