



1400 EYE STREET, N.W. • SUITE 1200 • WASHINGTON, DC 20005
PHONE (202) 296-5469 • FAX (202) 296-5427



**Fundación
InterAmericana
del Corazón Bolivia**

December 11, 2017

Mr. Dirk Van de Put
Chief Executive Officer
Mondelēz International, Inc.
3 Parkway N.
Deerfield, IL 60015

Dear Mr. Van de Put,

We are writing to express the concern of our organizations, Campaign for Tobacco-Free Kids and International Heart Federation of Bolivia (FIC), that Mondelēz International and your brand Halls is partnering with the tobacco company Philip Morris International to help sell cigarettes in Bolivia. Washington, DC-based Tobacco-Free Kids is a leading force in the fight to reduce tobacco use and its deadly toll on consumers around the world, and International Heart Federation of Bolivia works to promote policies protecting the right to health. We have recently learned that in Bolivian cities including La Paz supermarket chains Fidalga and Ketal and other stores have been selling bundled packs of Philip Morris's *Marlboro Ice Express* menthol-flavored cigarettes together with *Halls Extra Strong Menthol Flavored* drops. The photos below show evidence of this co-marketing tactic collected by a health organization in La Paz.

Clearly, it is irresponsible to permit *Halls* to be packaged and sold with cigarettes, a product that kills up to half of lifetime users when used as intended¹. The tobacco epidemic kills more than seven million people worldwide each year, with most deaths occurring in low- and middle-income countries like Bolivia.² **As a matter of great urgency, Mondelēz International should immediately end its sales promotion with Philip Morris to sell cigarettes, recall all products currently being packaged with the company's products, and issue a public statement committing to never collaborate with any tobacco company in the future.**

Even more egregious, the Halls-Marlboro dual packaging could be especially effective in convincing new customers to try smoking. To attract new, young users tobacco companies design cigarettes to mask the harsh taste of tobacco use and ease initiation of smoking, including by adding menthol and fruit flavors. Scientific studies have shown that menthol makes cigarettes easier to

smoke by reducing their harshness and the irritation from nicotine, thus facilitating youth initiation and accelerating addiction. Pairing the use of a menthol-flavored cough drop with a menthol cigarette may have the effect of further numbing the throat prior to or after smoking a cigarette, thereby further reducing harshness of the Marlboro cigarettes and facilitating consumer trial.

Tobacco companies like PMI sustain their business by replacing those customers who quit or die from tobacco-caused diseases with new users. Tobacco industry documents made public in U.S. litigation confirm tobacco companies view teens and young people as “replacement smokers” since early initiation can lead to a lifetime of addiction to these deadly products.

Your company’s Code of Conduct³ states “we have clear, restrictive rules for when and how we will market to kids” and “we take great care to market responsibly.” By working with Philip Morris or any tobacco company, you are violating your commitment to consumers and the public and we believe that this irresponsible marketing practice undermines the integrity of the Mondelēz International brand and could undermine your reputation with consumers and shareholders.

We request that you take action as recommended above by Friday, December 15, 2017 and we look forward to further dialogue. Please contact Mark Hurley, Global Campaigns Director, at mhurley@tobaccofreekids.org if we can be of assistance.

Sincerely,



Yolonda Richardson
Executive Vice-President
Campaign for Tobacco-Free Kids



Alejandra Karina Garrón Monje
Executive Director
International Heart Federation, Bolivia

Photos of *Halls-Marlboro* dual packaging

1. Halls Marlboro combo pack in hanging display. Picture taken December 6, 2017. La Paz. Bolivia.



2. Contents of co-branded pack, including Marlboro Ice Express cigarettes and Halls drops.



3. Halls Marlboro combo pack in hanging display. Picture taken December 6, 2017. La Paz, Bolivia.



¹ WHO Report on the Global Tobacco Epidemic, 2011: The MPOWER package. Geneva: World Health Organization; 2011.

² WHO Report on the Global Tobacco Epidemic, 2017: The MPOWER package. Geneva: World Health Organization; 2017.

³ <http://www.mondelezinternational.com/~media/mondelezcorporate/uploads/downloads/employeecodeofconduct.pdf>