



**No matter how often
a snake sheds its skin...
It's still a snake.**

Altria is Philip Morris.

Why is Philip Morris changing its name? After decades of marketing to kids, deceiving the public and manipulating its products, Philip Morris now wants to hide from its past. But it can't hide this: More kids still smoke "Altria's" Marlboros than all other brands combined. 2,000 kids still get hooked on tobacco every day. 1 in 3 will die prematurely. Philip Morris may be changing its name, but it's not changing its ways.

CAMPAIGN for TOBACCO-FREE Kids



New Name. Same Deadly Habits.
www.PhilipMorrisCantHide.org