THE FOLLOWING IS A STATEMENT BY [TOBACCO COMPANY DEFENDANT]:

Despite our prior denials:

- Smoking now kills more than 400,000 Americans a year.

- Smoking harms nearly every organ of the body and causes many diseases.

- Smokers are not as healthy as non-smokers.

- Smoking shortens life. On average, smokers lose about 8 to 10 years of life.

- Smoking causes cancer throughout the body.

- Smoking causes heart disease and stroke.

- Smoking causes lung disease.

- For pregnant women who smoke, smoking causes birth problems, and sudden infant death syndrome (SIDS).

- Smoking causes low bone density, hip fractures, cataracts, and peptic ulcers.

- Quitting smoking improves health.
THE FOLLOWING IS A STATEMENT BY [TOBACCO COMPANY DEFENDANT]:

Despite our prior denials:

- Secondhand smoke causes death and disease in children and in adults.

- In children, secondhand smoke damages the lungs and causes sudden infant death syndrome (SIDS), respiratory and ear infections, and more severe asthma.

- In adults, secondhand smoke causes heart disease and lung cancer.

- Only eliminating smoking in indoor spaces fully protects people from secondhand smoke.
THE FOLLOWING IS A STATEMENT BY [TOBACCO COMPANY DEFENDANT]:

Despite our prior denials:

- There is no health benefit of smoking cigarettes labeled as “low tar”, “light”, “ultra light”, “mild” and “natural.” Smoking cigarettes with these labels is not a safe alternative to quitting.

- Smokers of cigarettes with these labels do not receive lower amounts of toxins.

- The nicotine and tar levels on cigarette packages are not related to the risks to health.
THE FOLLOWING IS A STATEMENT BY [TOBACCO COMPANY DEFENDANT]:

Despite our prior denials:

• Cigarette smoking is highly addictive and most smokers are addicted.

• Nicotine is the addictive drug in tobacco.

• Nicotine addiction causes powerful cravings and makes it hard to quit.

• Every year, more than one-third of smokers try to quit. Less than one in ten are successful.

• Most smokers become addicted as teenagers.

• Addiction can start within weeks of starting to smoke.
THE FOLLOWING IS A STATEMENT BY [TOBACCO COMPANY DEFENDANT]:

Despite our prior denials:

- [Tobacco Company Defendant] manipulates the design of its cigarettes to enhance addiction.

- [Tobacco Company Defendant] designs its cigarettes so that almost all of them provide an addictive dose of nicotine. This includes “light” and “ultra-light” cigarettes.