

Chapter 2: New Products

- ❖ Recruiting New Youth Users
- ❖ Creating & Sustaining Addiction
- ❖ Discouraging Quitting

Recruiting New Youth Users

Tobacco companies have carefully designed their products to attract new users, almost all of whom are children. Their internal documents discuss various ways of reducing the harshness of their products and how to make them more appealing to new users, especially with the use of flavorings.

In recent years, tobacco companies have introduced an array of candy, fruit, and alcohol-flavored cigarettes, smokeless tobacco products, and little cigars. They have also introduced products and marketing campaigns aimed at women and girls, and other specific populations.



CAMEL
signature
BLENDS

ROBUST

Camel Signature Robust is a lively blend with distinctive flavor.

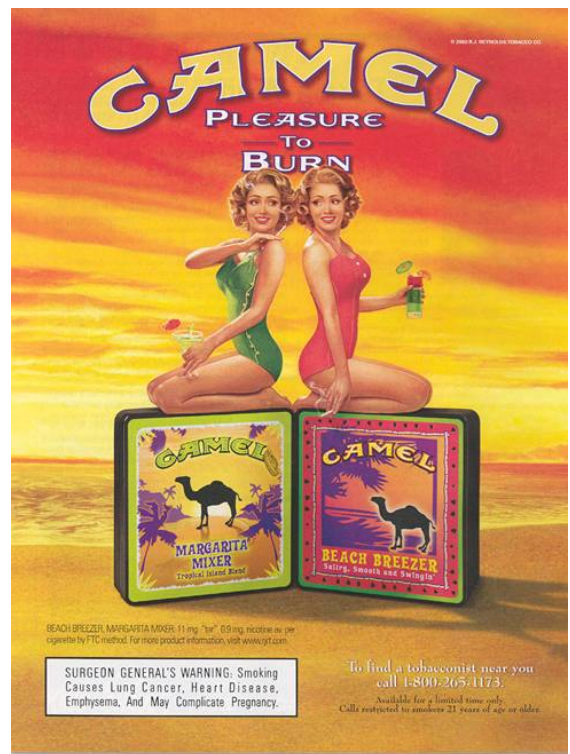
A hearty smoke that delivers a warm, dark flavor similar to notes found on cocoa and espresso.

close

In recent years, R.J. Reynolds introduced **Camel Exotic Blends**, which came in flavors such as Twista Lime, Kauai Kolada, Margarita Mixer, Beach Breezer, Warm Winter Toffee, Winter Mocha Mint, Midnight Madness, and Bayou Blast, among others.

The packaging and advertisements for Camel Exotic Blends ads were bright, colorful, and alluring. The ads pictured were found in magazines popular with youth, including *Rolling Stone*, *Cosmopolitan*, and *Sports Illustrated*.

R.J. Reynolds continued marketing flavored cigarettes until 2006, when it signed a settlement with 39 state attorneys general to stop marketing specific flavors of cigarettes.



The 2006 agreement specified that R.J. Reynolds could not use specific terms such as “sweet” and “creamy” to market any future flavored cigarettes in media accessible to the general public. The company released **Camel Signature Blends** in mid-2007, describing these cigarettes using words such as “sweet apple-like flavor,” “toasted honey,” “creamy finish,” and “cocoa,” on its age-restricted website and in direct mail to consumers.



CAMEL signature BLENDS

ROBUST

Camel Signature Robust is a lively blend with distinctive flavor.

A hearty smoke that delivers a warm, dark flavor similar to notes found on cocoa and espresso.

close



CAMEL signature BLENDS

MELLOW

Camel Signature Mellow is deliciously smooth with sun-cured tobacco taste.

Camel's classic Turkish tobacco is accented with toasted honey giving it a sweet and velvety smooth finish.

close



CAMEL signature BLENDS

FROST

Camel Signature Frost is extremely cooling, crisp and clean.

The Fine Asian Mint awakens the taste buds while the creamy finish delivers a smooth, buttery aftertaste.

close



CAMEL signature BLENDS

INFUSED

Camel Signature Infused is smooth and intriguing.

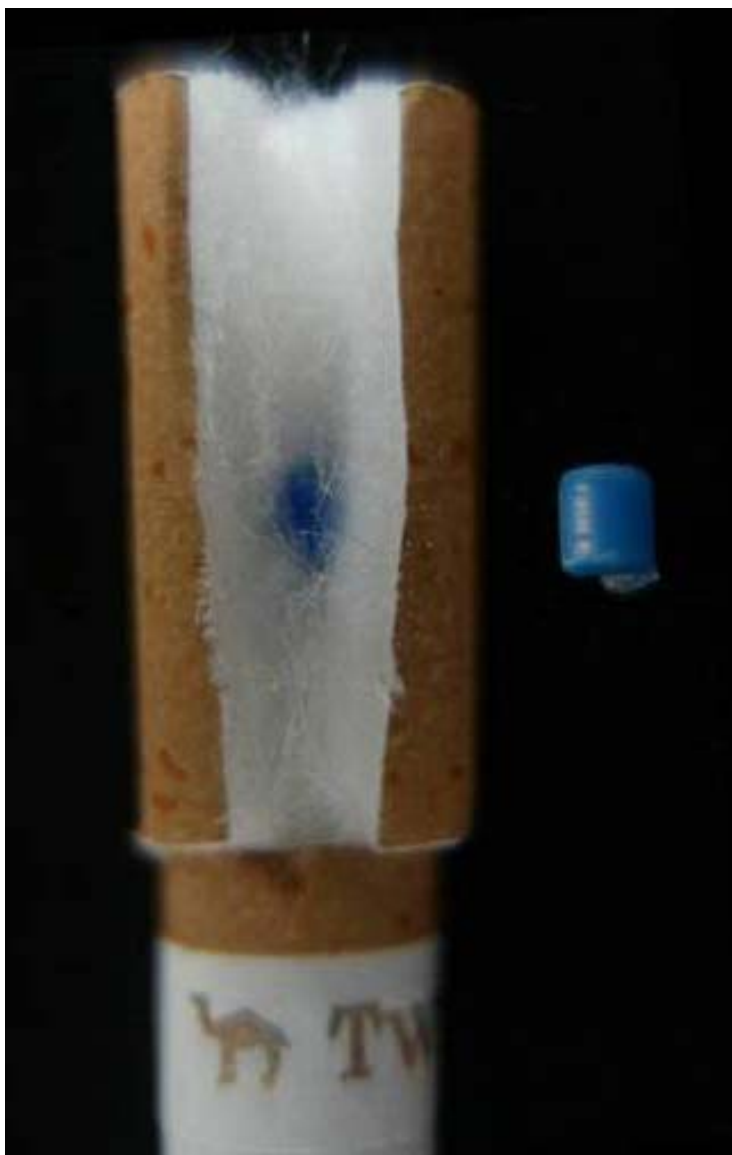
Combining notes of Citrus and Izmir tobacco offers a sweet apple-like flavor for an unbelievably unique experience.

close

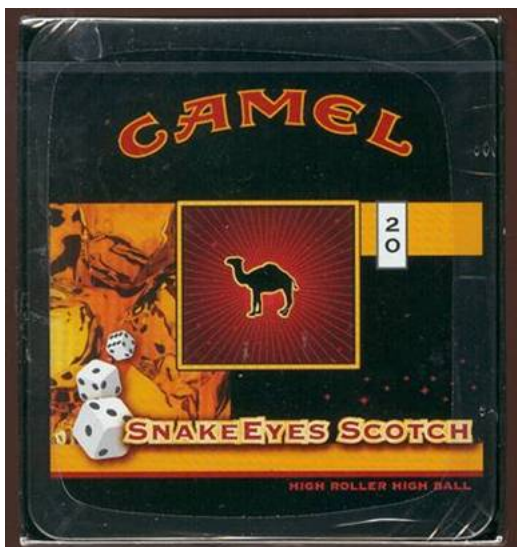
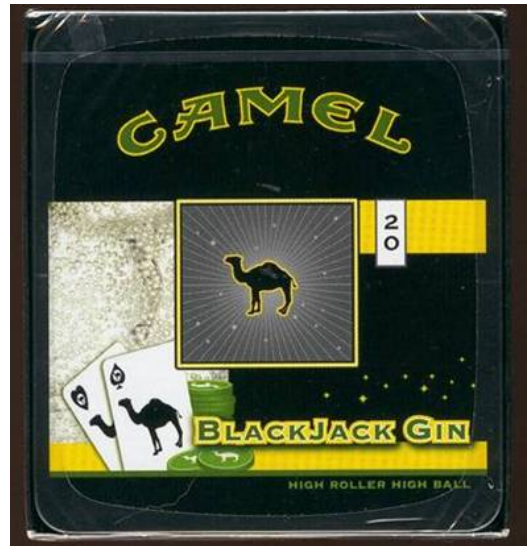
Another disturbing aspect of **Camel Exotic Blends** was the inclusion of a secret blue pellet hidden within the filter of these cigarettes. No public health agency – and no consumers – knew the pellet was present, the chemicals it contained, its toxicity, or how the flavorings involved might contribute to youth initiation. The pictured pellet from Camel Twist released dangerous chemicals when tested.

- α -linalool
- p-menth-1-en-8-ol
- Dodecane
- Decanal
- α -citronellol
- Citral
- 1-Decanol
- p-Mentha-1(7),8(10)-dien-9-ol
- Tridecane
- Undecanal
- α -Cubebene
- Limonenediol
- Diacetin
- Copaene
- β -elemen
- Tetradecanal
- Dodecanoic acid, 1-methylethyl ester
- Heptadecane
- Nonadecane
- Heptadecane, 2,3-dimethyl
- Tetradecane
- Caryophyllene
- Dodecanal
- β -Cubebene
- ζ -Elemene
- α -Caryophyllene
- γ -Muurolene
- Valencene
- α -Cadinene
- Pentadecane
- β -Cadinene
- Hedycaryol
- Caryophyllene oxide
- Hexadecane
- 1,4-Methanobenzocyclodecene,
1,2,3,4,4a,5,8,9,12,12a-decahydro-
octadecane
- 3,7,11,15-Tetramethyl-2-hexadecen-
1-ol
- Eicosane

*Based on high MS response of peak in chromatogram



R.J. Reynolds also recently offered a variety of alcohol-flavored cigarettes, such as SnakeEyes Scotch, ScrewDriver Slots, and BlackJack Gin. The direct mail marketing campaign included coasters with drink recipes and messages that encouraged irresponsible drinking.



Liquid Zoo cigarettes, manufactured by Kretek International, Inc., have been even more blatant in their appeal to children.

With flavors like strawberry and vanilla, packs decorated with cartoon-like images, and a name like a trendy new candy, these products clearly appealed to youth.

The company that made Liquid Zoo cigarettes still sells the **Dreams** line of cigarettes, which come in flavors ranging from chocolate to strawberry to cherry to “California Dreams.”



Even cigarillos and little cigars, which are smaller in size than traditional large cigars, use sweet flavors to attract new users.

In addition to **Phillies Cigarillos**' many flavors, an extension of this brand, called **Sugarillos**, offers the new option "when sweet isn't sweet enough."

Phillies Blunts also have many flavors such as chocolate, peach, berry, and sour apple.

Swisher, Inc. offers a variety of fruit-flavored small cigars under the name, **Swisher Sweets**.

White Owl cigarillos and blunts also come in a large variety of flavors, including grape, peach, pineapple, watermelon, strawberry, and wild apple.



With their colorful packaging, various flavors, and frequent placement near candy displays in retail outlets, cigars can easily be mistaken for candy by adults and children alike.



Colorful White Owl flavored cigar display near Easter candy at a Mobil gas station counter in Washington, DC in April 2006.

The Altria Group recently acquired John Middleton, Inc., the company that makes **Black & Mild** cigars. These cigars come in flavors such as apple, cherry, wine, and cream. They are often sold at low prices, singly or in small packs, making them even more appealing to youth.

Recent research from the Johns Hopkins Bloomberg School of Public Health (JHSPH) and the Baltimore City Health Department found that Black & Milds are popular with young African Americans. The report notes, “Black and Milds are seen as different than cigarettes: to some young adults, they are cleaner, more culturally tied to hip hop and are felt to represent status” and the lead JHSPH researcher in the study, Frances Stillman, Ed.D., stated, “They’re making them hip and cool, and the price is right and they can get them.”



Smokeless tobacco products also have been introduced in a variety of candy shop flavors, such as grape, apple, vanilla, and berry blend.

Now, every Skoal Long Cut® comes in the FreshSnap can...

FreshSnap cans keep our premium 100% American tobacco so fresh, we guarantee it until the date stamped on the bottom.

WARNING:
THIS PRODUCT MAY CAUSE MOUTH CANCER

NOT FOR SALE TO MINORS

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NEW!
SKOAL
A PINCH BETTER.
VANILLA BLEND

...even our newest flavor.

NEW SKOAL VANILLA BLEND.
The rich taste of vanilla perfectly blended with premium, hand-selected tobacco for a new, long-lasting, ultra-smooth taste.

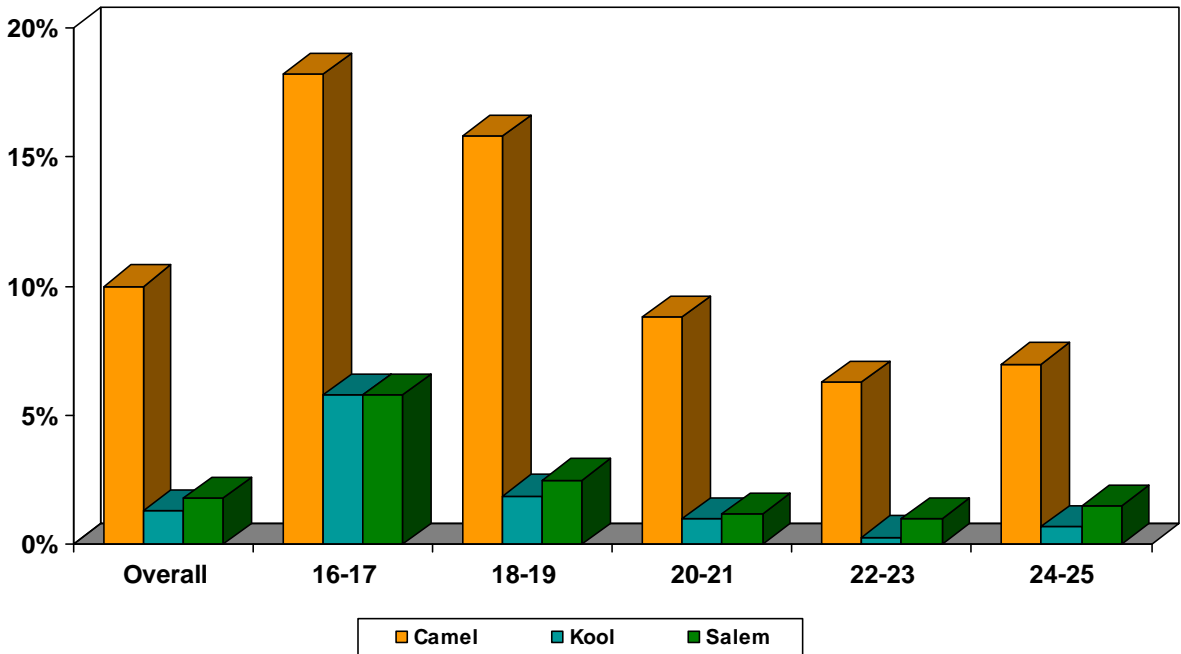
Always
A PINCH BETTER.
FRESH. SOFT TASTE. EVERY TIME.

U.S. Smokeless TOBACCO CO.



And awareness of the flavored products translates into high rates of use among young smokers.

Young Smokers* Use of Camel, Kool, or Salem Flavored Cigarettes During the Previous 30 Days, by Age – United States, 2004



Source: Roswell Park Cancer Institute, National Youth Smoking Cessation 12-Month Follow-up Survey
* Ages 16-25 years old; n = 1,603

R.J. Reynolds spent tens of millions of dollars on the research, development, launch, and marketing of **Camel No. 9**, a new brand extension targeting women and girls that was introduced in early 2007. With glossy and expensive magazine advertisements, R.J. Reynolds spared no expense to attract new users.



As part of its elaborate campaign launching Camel No. 9, R.J. Reynolds sponsored “ladies only” events at bars and clubs around the country. These parties featured free massages and manicures, the “Divine 9” pink martini and giveaway bags filled with free cigarettes and goodies such as cosmetics, jewelry and cell phone “bling.”



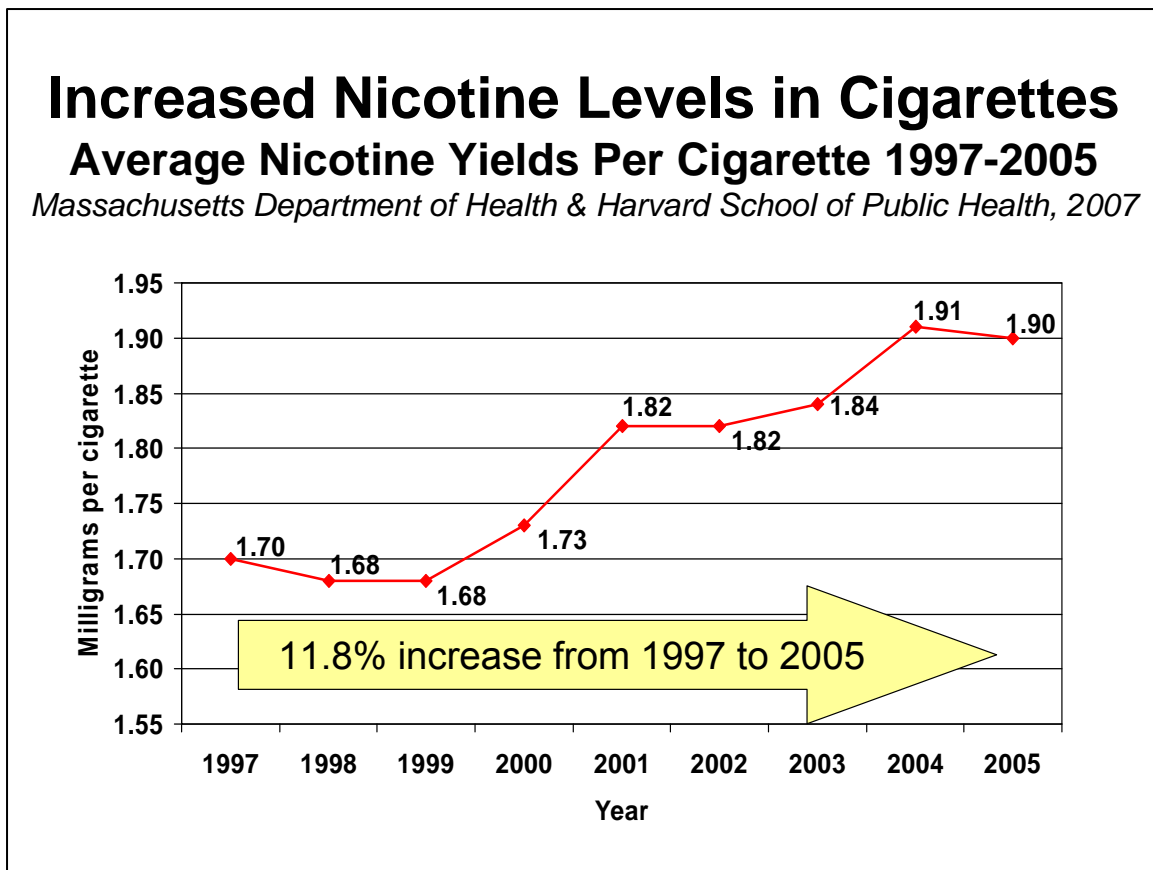
In 2004, Brown & Williamson launched the **Kool** Mixx campaign that clearly appealed to youth, especially African-American and urban youth. The Kool Mixx campaign featured images of young rappers, disc jockeys and dancers on cigarette packs and in advertising. It also included radio giveaways with cigarette purchases and sponsored a Hip-Hop disc jockey competition in major cities around the country.



Creating & Sustaining Addiction

Studies from the Harvard School of Public Health and the Massachusetts Department of Public Health provide evidence that as smoking rates continue to decline, and more smokers try to quit, tobacco companies are actively trying to maintain addiction among smokers and addict a new generation of replacement smokers by increasing nicotine levels in their products.

The Harvard study released in 2007 expands on and confirms an August 2006 study released by the Massachusetts Department of Public Health which found that tobacco companies have deliberately increased the levels of nicotine in cigarette smoke since 1998. Both studies found that nicotine levels in the three cigarette brands that are most popular among youth smokers – Marlboro, Newport and Camel – have increased significantly.



Within the last few years, several cigarette companies have expanded their product lines to include other tobacco products, in some cases by buying smokeless tobacco and cigar companies. Notably, some of those companies have extended their most popular brand names to their new smokeless products to take advantage of name recognition and reputation. By applying well-known cigarette brand names to smokeless tobacco products and in some cases displaying them side-by-side at retail stores or even attaching the two products, cigarette companies imply that these smokeless products can be used in addition to smoking – both sustaining smokers’ addiction and undermining public health policies.

The production and marketing of new smokeless products that do not require spitting serve to keep smokers addicted to the nicotine in situations where they cannot smoke. This increase in smokeless, spitless tobacco products advertised “for when you can’t smoke,” tell smokers that they don’t need to quit smoking because they can use their products when smoking is not allowed.

A marketing strategy by Philip Morris for its **Taboka**, which has been in test market since July 2006, clearly shows that the company wants smokers to associate the product with smoking. By placing a sample directly on a pack of Marlboro Lights, Philip Morris has made it easy for smokers to transition back and forth between smokeless, spitless products and cigarettes. In other words, Taboka and other similar products can give smokers their nicotine fix – and sustain their addiction – when they cannot smoke. In January 2008, the company announced that it would end its test marketing of Taboka, instead expanding the number of test market cities of a similar new product, Marlboro Snus.



Snus is the newest smokeless, spitless tobacco product on the market. R.J. Reynolds and Philip Morris already have **Camel Snus** and **Marlboro Snus** in test markets around the U.S., and Lorillard is expected to soon release a similar product in partnership with Swedish Match.

Snus are teabag-like packets containing tobacco and other flavorings that users place between the upper gum and the lip. Not having to spit enables “snusers” to get their nicotine fix when they otherwise can’t. One high school student admitted using Camel Snus during class, saying, “It’s easy, it’s super-discreet ... and none of the teachers will ever know what I’m doing.”*



* Nelson, L, "If you think Snus is a safe alternative to smoking, think again," *Kansas City Star*, October 31, 2007.

Snapshots from product websites show that tobacco companies readily encourage substituting these new smokeless, spitless tobacco products for cigarettes in places where smoking is not allowed.



With claims such as, “Pleasure for Wherever,” the **Camel Snus** website explicitly encourages using snus where smoke-free laws prevent people from smoking, like airplanes, clubs, and bars or restaurants. Similarly, **Marlboro Snus**’ website mentions “flavor anytime” and pictures an airplane, where smoking is not allowed, as a “good time to snus.”

Again, the concern is that these products are not a substitute for smoking but are an addition – sustaining smokers’ addiction.



Stonewall Hard Snuff Tobacco and **Ariva** are both dissolvable tablets of tobacco meant to replace cigarettes in situations where smokers cannot smoke. Star Scientific, Inc., states, “Star Scientific believes Ariva(TM) smokeless cigalett(TM) pieces provide adult smokers, for the first time, with the opportunity to choose a convenient, taste-acceptable alternative to use in all those environments where smoking is prohibited either by law or social custom.”

The packaging and the flavors (i.e., wintergreen) closely resemble blister packs of mints or candies.



Here are FDA-approved nicotine replacement therapies that have been tested for safety and clinically proven to help smokers quit. For comparison, below them are the non-FDA approved products made by tobacco companies that suggest these products can help people reduce their health risks, but there is no evidence that these products help people quit and serve instead to discourage smokers from quitting.

FDA-Approved Nicotine Products



Non-FDA-Approved Nicotine Products



Discouraging Smokers from Quitting

Over the past several years, a number of new tobacco products have been introduced to consumers with unproven claims of reduced risk. These products have included cigarettes like Omni and Advance, or tobacco lozenges like Stonewall and Ariva. These products are only the beginning of a series of new products being unveiled by the tobacco companies in an effort to address the health concerns of current tobacco users and to provide an alternative product to individuals seriously considering quitting tobacco use altogether.

NEW ADVANCE
A Step In The Right Direction.

All of the taste...
Less of the toxins.

ADVANCE comes less than the leading light brands, thanks to a revolutionary new filter design and a patented new method for curing tobacco. Made with premium tobacco, ADVANCE offers all of the rich, satisfying taste you expect from a great light cigarette. Less tar and less nicotine. Now there's an ADVANCE.

Reduced carcinogens.
Premium taste.™

Also available in Ultra Light too. **New**

THE BEST CHOICE FOR SMOKERS WHO WORRY ABOUT THEIR HEALTH IS TO QUIT.
HERE'S THE NEXT BEST CHOICE.

Step your way to Nicotine Free!
new Quest

1 Low Nicotine
2 ExtraLow Nicotine
3 Nicotine Free

Make it your Quest.

Anytime. Anywhere.

REVEL
Anytime. Anywhere.

Omni was produced and marketed by Vector Tobacco, Ltd, with the statement, “Omni has significantly reduced those carcinogens that are the major causes of lung cancer in smokers. Compared to any other cigarette currently on the market, Omni delivers less carcinogens to the smoker. While Omni has not been proven to reduce the health risks of smoking, Omni’s reduced carcinogen levels are a logical and important first step. If you smoke, Omni is clearly the best alternative.”

The magazine ad claims, “Introducing the first cigarette to significantly reduce carcinogenic PAH’s, nitrosamines, and catechols, which are major causes of lung cancer in smokers.”

There has been no evidence supporting any of Vector’s claims for Omni.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

OMNI Kings and 100s: 14 mg. "tar," 1.0 mg. nicotine av. per cigarette by FTC method.

Reduced carcinogenic PAH's, nitrosamines, and catechols.

NEW! Omni
Reduced carcinogens.
Premium taste.

Introducing the first premium cigarette created to significantly reduce carcinogenic PAH's, nitrosamines, and catechols, which are the major causes of lung cancer in smokers.

Introducing the first cigarette to significantly reduce carcinogenic PAH's, nitrosamines, and catechols, which are major causes of lung cancer in smokers.

What happens to a when you reduce carcinogens?

NEW!

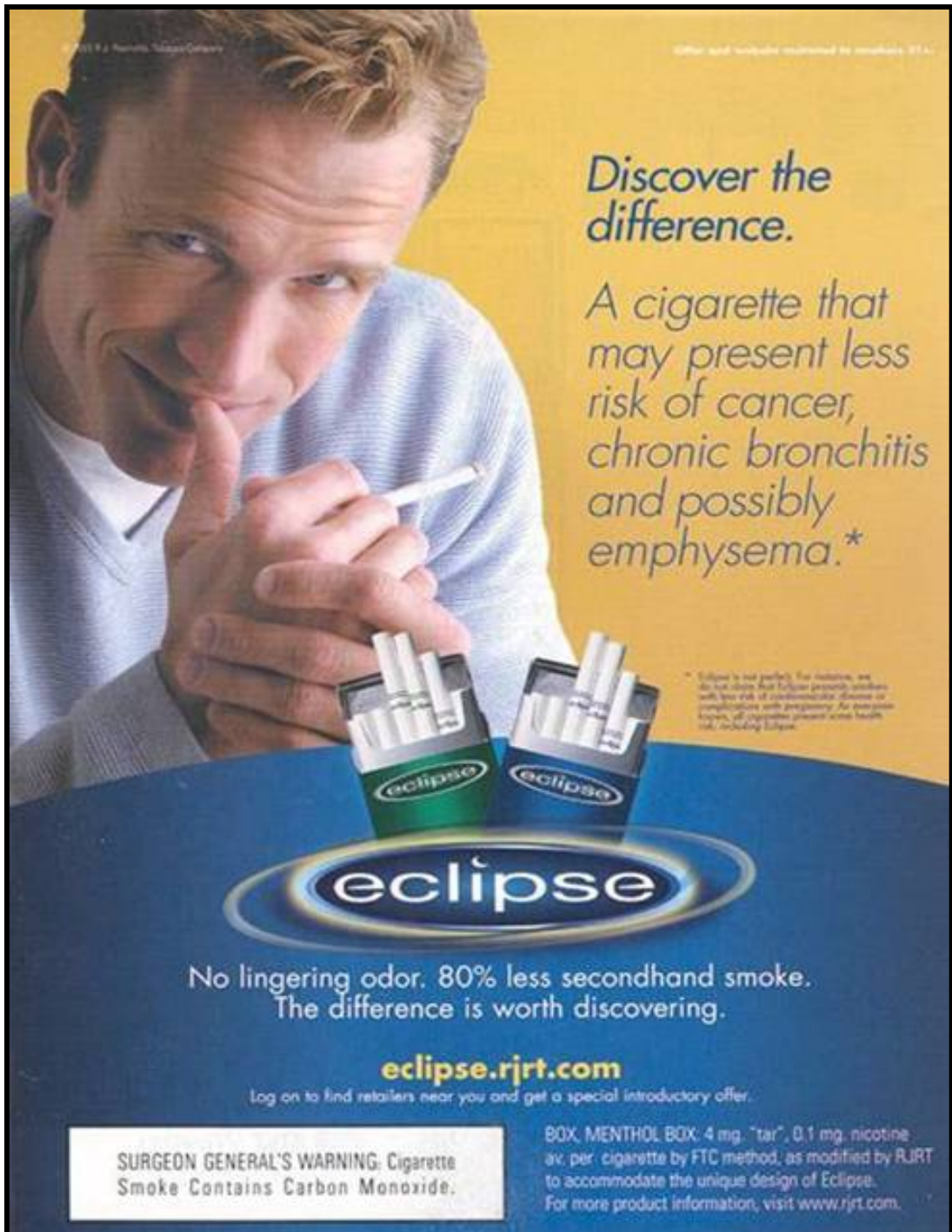
You get a really good tasting smoke.
The only cigarette to significantly reduce carcinogens that are among the major causes of lung cancer.
The only one to still deliver premium taste.
The only one to finally give smokers a real reason to switch.
Only Omni.

OMNI Kings: 10 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC method.

WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

For more information and supporting data call toll free 1-800-438-OMNI, or visit us at www.smokeage.com.

Advertising for **Eclipse** cigarettes states that using this cigarette can reduce smokers' risk for tobacco-related diseases. When R.J. Reynolds launched the product, the company stated, "Compared to other cigarettes, Eclipse cigarettes: May present less risk of cancer associated with smoking."



© 2007 R.J. REYNOLDS TOBACCO COMPANY

Offer and website restricted by statute 21A.

Discover the difference.

*A cigarette that may present less risk of cancer, chronic bronchitis and possibly emphysema.**

* Eclipse is not perfect. For instance, we do not claim that Eclipse presents smokers with less risk of cardiovascular disease or complications with pregnancy. As in most cases, all cigarettes present some health risk, including Eclipse.

eclipse

No lingering odor. 80% less secondhand smoke.
The difference is worth discovering.

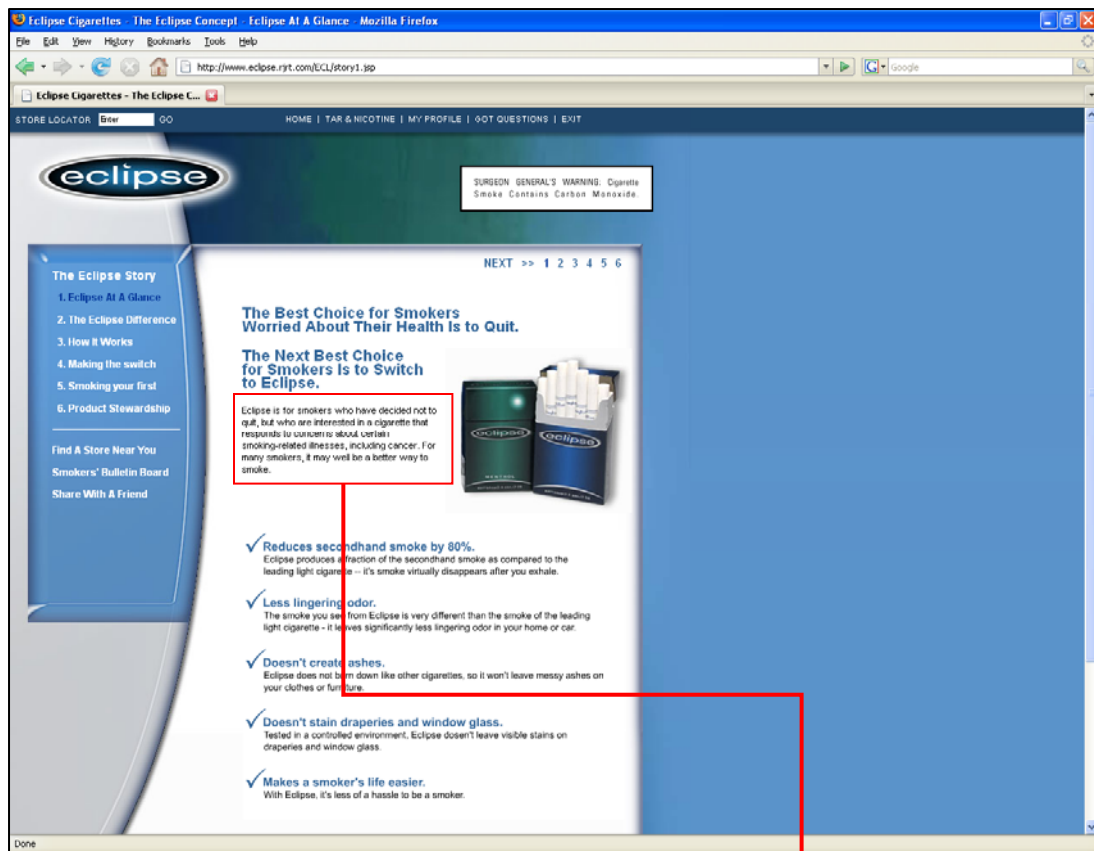
eclipse.rjrt.com
Log on to find retailers near you and get a special introductory offer.

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

BOX, MENTHOL BOX: 4 mg. "tar", 0.1 mg. nicotine av. per cigarette by FTC method, as modified by RJRT to accommodate the unique design of Eclipse. For more product information, visit www.rjrt.com.

The **Eclipse** product website includes statements that tout Eclipse as a reasonable option for smokers who are worried about their health. Essentially, Eclipse provides smokers with an excuse not to quit smoking by claiming that the product reduces a smoker's risk of tobacco-related diseases.

No evidence exists that Eclipse is better for smokers, but studies have found increased levels of carbon monoxide in Eclipse smokers.



Eclipse is for smokers who have decided not to quit, but who are interested in a cigarette that responds to concerns about certain smoking-related illnesses, including cancer. For many smokers, it may well be a better way to smoke.

When Brown & Williamson test marketed **Advance** in Indianapolis (2001) and Phoenix (2004), it stated, "The new cigarette brand has significantly less of many toxins than the leading Lights brand styles."

There has been no evidence supporting the company's claims.

NEW ADVANCE
A Step In The Right Direction.

*All of the taste...
Less of the toxins.*

ADVANCE is made with the finest tobacco
Using light blends, thanks to a revolutionary
new filter design and
specialized new method
for curing tobacco.
Made with premium
tobacco, ADVANCE
offers all of the rich
satisfying taste you expect from a great light
cigarette. Less toxins and great taste.
Now there's an ADVANCE.

ADVANCE ADVANCE

There is no such thing as a safe cigarette, nor is there enough available medical information to know if Advance with low tar and low nicotine will lower health risks.

DECEASED GENERAL'S WARNING: Smoking By Those Who Know May Lead to Fatal Injury. Quitting Now Greatly Reduces Serious Risks to Your Health.

Available in the Indianapolis Metro Area

Marlboro UltraSmooth was released to test market in 2005 in Atlanta, Tampa, and Salt Lake City. According to Philip Morris, “*Marlboro UltraSmooth* products contain new carbon filters which let the flavor through for a new, filtered smooth taste.” This product appears to be the next iteration of the “light” cigarette.

As with previously mentioned products, there is no evidence that this “FilterSelect” product is any less harmful than regular cigarettes.



**New Marlboro
UltraSmooth
FilterSelect™**



Its new carbon filter lets the flavor through for a filtered smooth taste.
Questions? Call 1-800-Marlboro.

The inside of a pamphlet attached to Marlboro UltraSmooth packs.

Color Coding

Facing a potential ban on the misleading “light” and “low-tar” terms, tobacco companies have recently made provisions to perpetuate this fraud by color-coding their cigarette packs. Evidence from the European Union, where this ban has already taken effect, shows that tobacco companies have successfully replaced the terms with color designations, such as Lucky Strike Silver instead of Lucky Strike Lights.*

R.J. Reynold’s new magazine ads for **Pall Mall** highlight the new color of the light and ultra light packs to help smokers identify their brands.



Similarly, compared to older direct mail pieces, Philip Morris’ recent promotional materials for **Marlboro Lights** have glaringly highlighted the gold pack color.



* Milliken, D, “EU stubs out ‘light’ and ‘mild’ cigarettes,” *Reuters*, October 1, 2003.