

## **The Tobacco Industry Lies**

### **Key Quotations**

"We don't smoke the crap. We just sell it. We reserve the right to smoke for the young, the poor, the blacks and the stupid."

- *R.J. Reynolds executive on the question of why their chief personnel do not smoke, 1994*

"Realistically, if our Company is to survive and prosper, over the long term we must get our share of the youth market ..."

- *Claude Teague, director of research and development for R.J. Reynolds Tobacco Co*

"The simple truth is that secrets the executives held and lies they told encouraged people to smoke and ultimately to die. Since their first congressional appearance alone, more than 4 million Americans have started smoking."

-*USA Today, February 12, 1998*

"They (R.J. Reynolds Tobacco Co.) state that billboards should be placed wherever young people congregate - near fast-food restaurants, basketball courts, video game arcades and record stores. This while Reynolds steadfastly denied that Joe Camel was designed to appeal to young smokers..."

-*Los Angeles Times, January 16, 1998*

"There is a strong drive in most people, particularly the young, to try new things and experiences. This drive no doubt leads many pre-smokers to experiment with smoking, simply because it is there and they want to know more about it. A new brand offering something novel and different is likely to attract experimenters ..."

-*Claude Teague, director of research and development for R.J. Reynolds Tobacco Co.*

"...If the desire to be daring is part of the motivation to start smoking, the alleged risk of smoking may actually make smoking attractive. Finally, if the 'older' establishment is preaching against smoking, the anti-establishment sentiment ... would cause the young to want to be defiant and smoke. Thus, a new brand aimed at the young group should not in any way be promoted as a "health" brand, and perhaps should carry some implied risk. In this sense, the warning label on the package may be a plus."

- *Claude Teague, director of research and development for R.J. Reynolds Tobacco Co.*

"... Thus a new brand aimed at the young smoker must somehow become the 'in' brand and its promotion should emphasize togetherness, belonging and acceptance, while at the same time emphasizing individuality and 'doing one's own thing.'"

- *Claude Teague, director of research and development for R.J. Reynolds Tobacco Co.*

" ... A final psychological factor ... involves smoking-health attitudes. The smoking-health controversy does not appear important to the (21 and under) group because, psychologically, at eighteen, one is immortal."

- *Claude Teague, director of research and development for R.J. Reynolds Tobacco Co.*

"Low tar cigarettes aren't healthier and in some ways the type of cancers they cause are uglier."

- *Jules Maaten, member of the European Parliament*

" ... Cigarette companies had all along been aware that the terms "light" and "mild" were misleading ..." " ... Public health authorities, including the World Health Organization, say it amounts to a misleading claim that some cigarettes are less toxic than others. Surveys suggest that this advertising influences smokers, especially women, to switch to lower-tar cigarettes instead of quitting; it also prompts young women to take up "light" brands, thinking they are safer."

*Excerpts taken from Action on Smoking and Health (ASH)*

"If immunity is not part of a comprehensive tobacco policy, the industry would be 'obligated' to challenge limits on advertising and marketing restrictions."

--*Geoffrey Bible, Chairman and CEO, Phillip Morris Companies, February 25, 1998*

"Four years ago, Big Tobacco's seven top CEO's appeared before a congressional subcommittee and swore that cigarettes are no more addictive than Twinkies. A slew of industry documents released in recent weeks shows those statements weren't true. And evidence is mounting that the CEO's knew it."

-*USA Today, February 12, 1998*