

Tobacco Industry Activity on Nicotine Addiction, Cancer, and Youth Marketing

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What is a cigarette?

- Highly engineered for mass manufacture, mass marketing and mass addiction
- Most heavily promoted consumer product in human history
- Mans' deadliest invention
 - 100 million deaths the in 20th Century
 - 1 billion project deaths in the 21st century
 - The cause of 1/5th of overall mortality in the West
 - The cause of 10% of overall mortality, worldwide

... and possibly she may—for the amazing strides of medical science have added years to life expectancy

"I'm going to grow a hundred years old!"

It's a fact—a warm, wonderful fact—that this five-year-old child, or your own child, has a life expectancy almost a whole decade longer than was her mother's, and a good 18 to 20 years longer than that of her grandmother. Not only the expectation of a longer life, but of a life by far healthier. Thank medical science for that. Thank your doctor and thousands like him... talking ceaselessly... that you and yours may enjoy a longer, better life.



According to a recent Nationwide survey:

More Doctors smoke Camels than any other cigarette!

NOT ONE but three outstanding independent research organizations conducted this survey. And they asked not just a few thousand, but 113,597, doctors from coast to coast to name the cigarette they themselves preferred to smoke. Answers came in by the thousands... from general physicians, diagnosticians, surgeons, nose and throat specialists too. The most-named brand was Camel. If you are not now smoking Camels, try them. Let your "T-Zone" tell you (see right).

By Dr. Benjamin Schwartz, M.D., Washington, D.C.

CAMELS *Castles of Tobaccos*



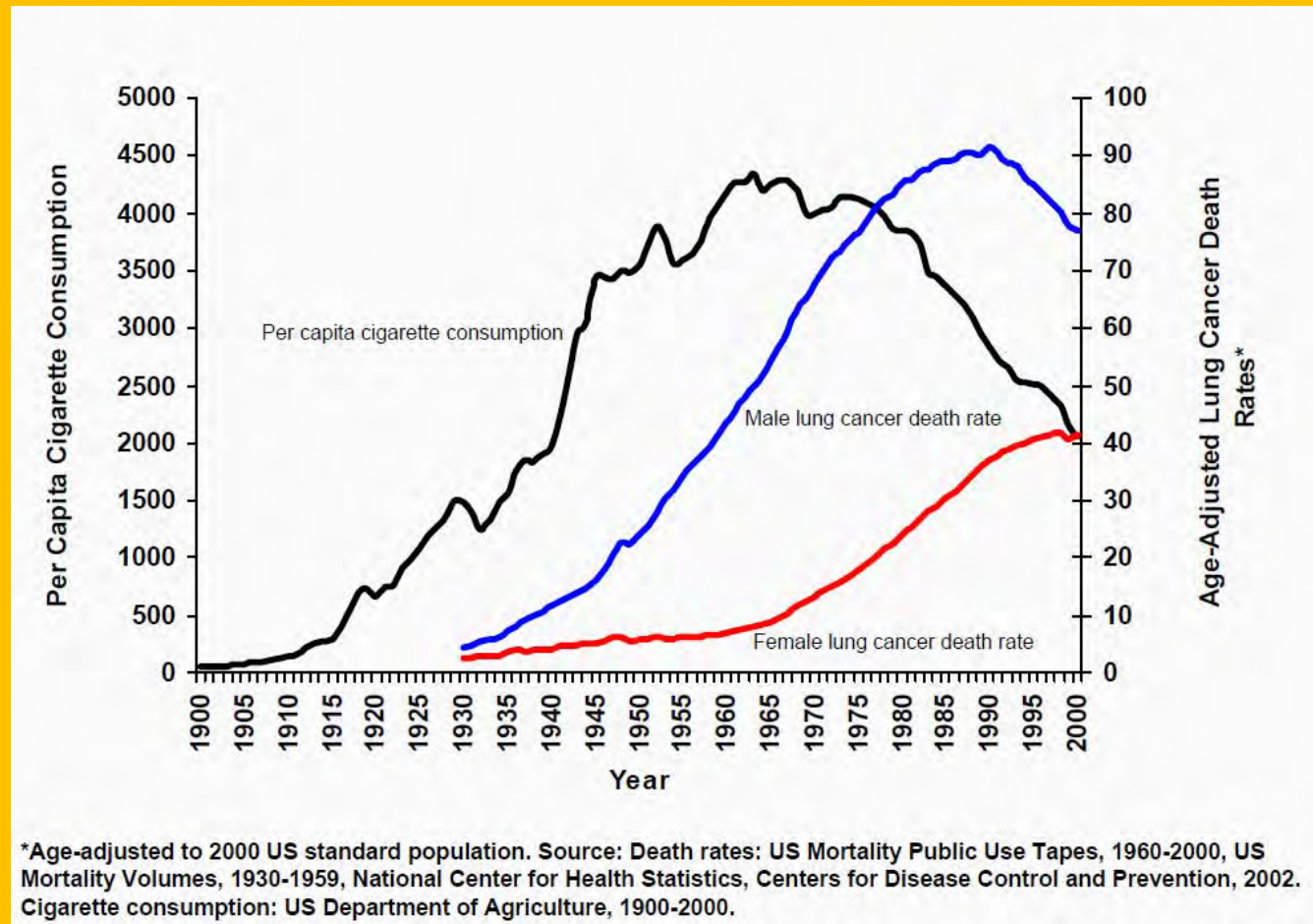
THE "T-ZONE" TEST WILL TELL YOU

The "T-Zone"—T for taste and T for throat—is your own paving ground for any cigarette. Only your taste and throat can decide which cigarette tastes best to you... how it affects your throat.

LPAD_0144.0001



20th century cigarette use & lung cancer mortality—United States



US Smoking Prevalence and Lung Cancer Deaths, 1900-2000



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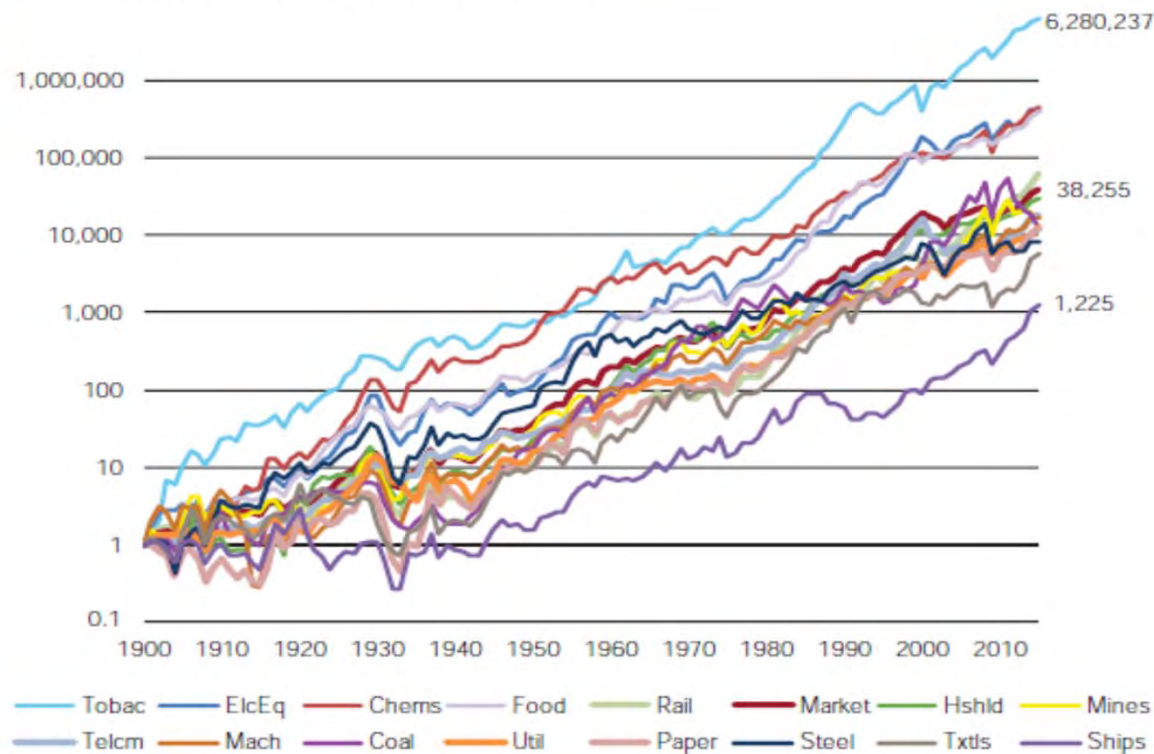
The single most profitable US industry 1900-2010

Figure 2

Long-run performance of industries in the USA

Source: Elroy Dimson, Paul Marsh and Mike Staunton; Cowles (1938), Ken French industry data; DMS USA index

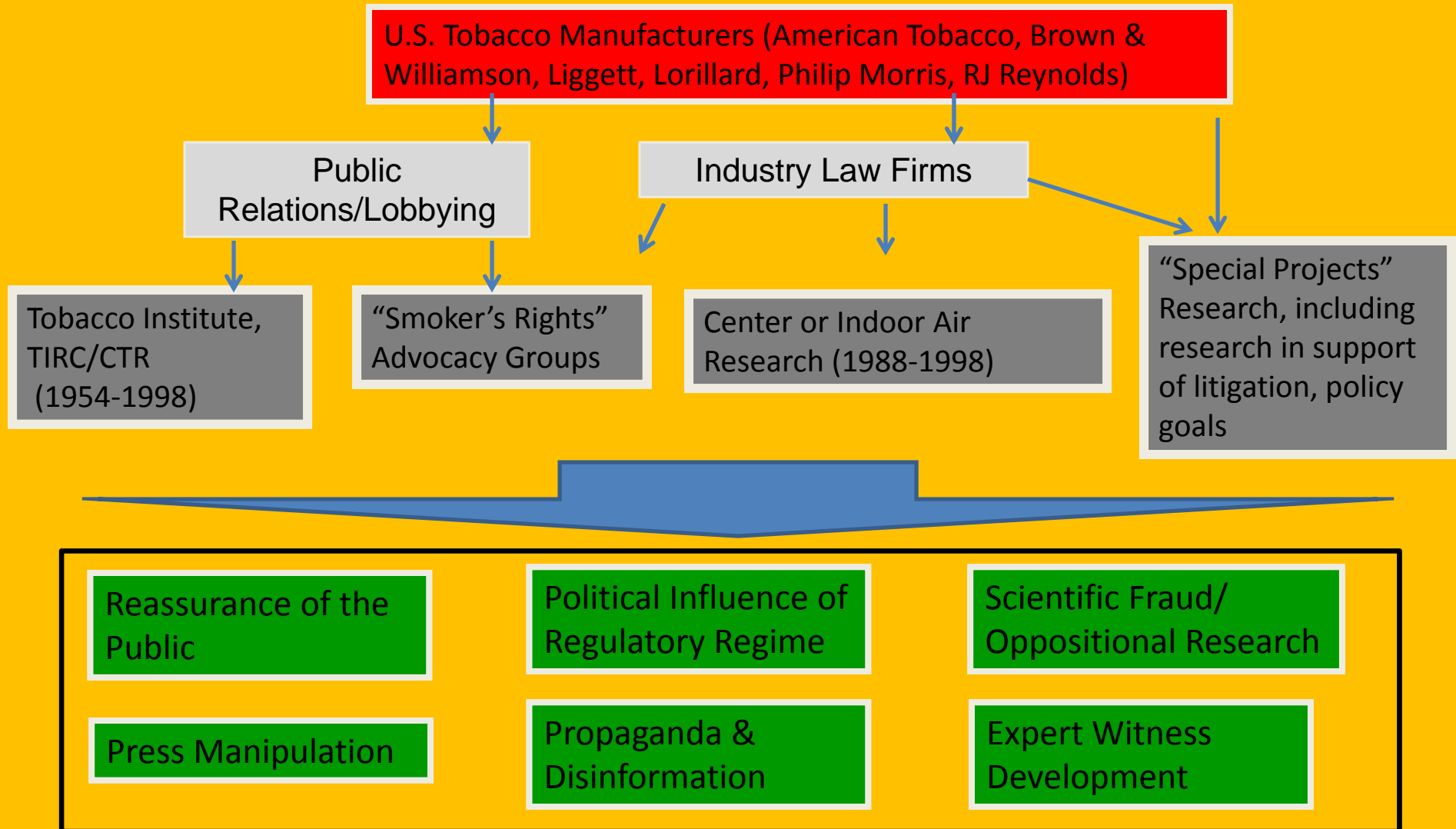
Cumulative value of USD 1 invested in US industries at the start of 1900



USD\$1 invested in tobacco in 1900 yielded USD\$6,280,237 in 2010

Credit Suisse Global Investment Returns Yearbook 2015
<https://publications.credit-suisse.com/tasks/render/file/?fileID=AE924F44-E396-A4E5-11E63B09CFE37CCB>

The structure of the tobacco strategy



Internal acknowledgement of smoking-cancer link in 1953

V. CONCLUSIONS

The increased incidence of cancer of the lung in man which has occurred during the last half century is probably due to new or increased contact with carcinogenic stimuli. The closely parallel increase in cigarette smoking has led to the suspicion that tobacco smoking is an important etiologic factor in the induction of primary cancer of the lung. Studies of clinical data tend to confirm the relationship between heavy and prolonged tobacco smoking and incidence of cancer of the lung. Extensive though inconclusive testing of tobacco substances on animals indicates the probable presence of carcinogenic agents in these substances. One worker has identified known carcinogens in a tobacco pyrolysate. Compounds are present in tobacco which on pyrolysis could theoretically give rise to compounds similar to known carcinogens. The possible role of tobacco additives and cigarette paper in the production of carcinogens cannot be determined because of lack of access to information on substances used.

D. In view of the facts presented in this report it is recommended that management take cognizance of the problem and its implications to our industry, and that positive research action be planned and initiated without delay.



A strategy of deceit denial, and manufacturing doubt

May 1, 1972

MEMORANDUM

TO: Horace R. Kornegay
FROM: Fred Panzer *FP*
SUBJECT: The Roper Proposal

GENERAL COMMENTS

It is my strong belief that we now have an opportunity to take the initiative in the cigarette controversy, and start to turn it around.

For nearly twenty years, this industry has employed a single strategy to defend itself on three major fronts -- litigation, politics, and public opinion.

While the strategy was brilliantly conceived and executed over the years helping us win important battles, it is only fair to say that it is not - nor was it intended to be - a vehicle for victory. On the contrary, it has always been a holding strategy, consisting of

- creating doubt about the health charge without actually denying it
- advocating the public's right to smoke, without actually urging them to take up the practice
- encouraging objective scientific research as the only way to resolve the question of health hazard

On the litigation front for which the strategy was designed, it has been successful. While we have not lost a liability case, this is not because juries have rejected the anti-smoking arguments.

On the political front, the strategy has helped make possible an orderly retreat. But it is fair to say that it



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The business is nicotine delivery and addiction

I. WHY DO PEOPLE SMOKE?

A. Physiological Reasons

1. Sensualism -- the gratification of senses of touch, taste, smell, sight, such as oral satisfaction, digital satisfaction, etc.

2. Stimulation or relaxation

3. Addiction

Phillip Morris 1958

We are, then, in the business of selling nicotine, an addictive drug effective in the release of stress mechanisms. But cigarettes - we will assume the Surgeon General's Committee to say - despite the beneficent effect of nicotine, have certain unattractive side effects:

- 1) They cause, -or predispose to, lung cancer.
- 2) They contribute to certain cardiovascular disorders.
- 3) They may well be truly causative in emphysema, -etc., etc.

British American Tobacco/Brown & Williamson, (1963) <http://legacy.library.ucsf.edu/tid/dow66b00/pdf>



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The business is nicotine delivery and addiction


CONFIDENTIAL

RESEARCH PLANNING MEMORANDUM

ON

THE NATURE OF THE TOBACCO BUSINESS AND THE CRUCIAL

ROLE OF NICOTINE THEREIN

MEMORANDUM:

In a sense, the tobacco industry may be thought of as being a specialized, highly ritualized and stylized segment of the pharmaceutical industry. Tobacco products, uniquely, contain and deliver nicotine, a potent drug with a variety of physiological effects. Related alkaloids, and probably other compounds,

and the like. Thus a tobacco product is, in essence, a vehicle for delivery of nicotine, designed to deliver the nicotine in a generally acceptable and attractive form. Our Industry is then based upon design, manufacture and sale of attractive dosage forms of nicotine, and our Company's position in our Industry is determined by our ability to produce dosage forms of nicotine which have more overall value, tangible or intangible, to the consumer than those of our competitors.

Claude Teague, R.J. Reynolds. "Research Planning Memorandum on the Nature of the Tobacco Business and the Role of Nicotine Therein" (1972) <http://legacy.library.ucsf.edu/tid/ryb77a00/pdf>.



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The business is nicotine delivery and addiction

We are basically in the nicotine business. It is in the best long term interest for RJR to be able to control and effectively utilize every pound of nicotine we purchase. Effective control of nicotine in our products should equate to a significant product performance and cost advantage.

Haber Kern, R.G. "REST Program Review." (1991)

R.J. Reynolds, <http://legacy.library.ucsf.edu/tid/khs56b00/pdf>



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“A larger bag to carry the money to the bank”

“Structured creativity group”

Thoughts by C.C. Greig - R&D, Southampton

Marketing scenario

Before starting on any future scenario, let us look at what we are currently selling and where and how it has developed.

A cigarette as a “drug” administration system for public use

has very very significant

i) Speed

Within 10 sec

in the brain. Bef

instantaneous catc

is “active”. Flav

to the sensation.

Other “drugs”

are slower and may

ii) Low dosage

The delivery

(US full flavour)

By contrast, other

300mg (3000 fold excess on one puff, 300 fold excess on a per

cigarette comparis

of active agent.

Other extream

los, = 25gms, at

an excess of 100,0

and LSD, where a

Thus we have an emerging picture of a fast, highly pharmacologically effective and cheap “drug”, tobacco, which also confers flavour and manual and oral satisfaction to the user. There are other things about tobacco though. It is legal (as is alcohol but not marijuanha and LSD), and the articles themselves are eminently portable. It can be used freely in public places in most countries.

“A cigarette is the perfect type of a perfect pleasure.

It is exquisite, and it leaves one unsatisfied. What more can one want”.

Let us provide the exquisitess, and hope that they, our consumers, continue to remain unsatisfied. All we would want then is a larger bag to carry the money to the bank.

BATco, “Structured Creativity Group” <http://legacy.library.ucsf.edu/tid/zxf34a99>



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The business is still nicotine and addiction

The screenshot shows the British American Tobacco website. The header includes the company logo, navigation links (Sustainability, Innovation, Media, Reporting, Careers, Contact us, Worldwide), and a stock price ticker (BAT: LSE GBG 387.00 (-11.00)). The main navigation menu includes 'About us', 'Our industry', 'How we work', 'Our products', and 'Innovation'. The 'Our products' sidebar lists 'About tobacco', 'Cigarettes', 'Cigars', 'E-cigarettes', 'Snus', 'The health risks of smoking', 'Harm reduction', and 'Other nicotine products'. The main content area is titled 'Other nicotine products' and 'Innovating beyond e-cigarettes'. It features a photograph of tobacco plants and text explaining the company's focus on reduced-risk tobacco and nicotine products. A quote from the UK Department of Health is included, along with a link to 'Voke – an innovative nicotine inhaler'.

Other nicotine products
Innovating beyond e-cigarettes

Our core business is, and will remain, in tobacco. But we're also in the consumer needs and we don't believe in a 'one size fits all' approach.

We are developing a range of reduced-risk tobacco and nicotine products for smokers who are seeking alternatives to traditional cigarettes.

As well as e-cigarettes, our Nicoventures business is also focusing on the development of other innovative nicotine inhalation devices.

Most of the current nicotine inhalation products on the market are categorised as 'nicotine replacement therapy' (NRT) and sold as aids to help people quit smoking. But we think this approach positions smokers as patients. Research shows that smokers don't perceive themselves as having a disease and we don't think these NRT products meet their needs.

The UK Department of Health has expressed its interest in encouraging manufacturers "to develop new types of nicotine products that are more affordable and that have increased acceptability for use in the longer term" [1].

We think we're up to meeting this challenge and so Nicoventures is working on bringing innovative inhaled nicotine products to market that appeal to smokers as people not patients.

Voke – an innovative nicotine inhaler

In September 2014, the Medicines and Healthcare products Regulatory Agency (MHRA) in the UK granted Nicoventures' development partner Kind Consumer a medicines licence for Voke, an innovative nicotine inhaler [2].

External links
Nicoventures Limited

Harm reduction: The opportunity

Download the Report PDF or the interactive app on your iPad or Android tablet

Nicotines Explained
Read an overview of the facts behind nicotine. We try to answer some of the questions around nicotine use.

Most of the current nicotine inhalation products on the market are categorised as 'nicotine replacement therapy' (NRT) and sold as aids to help people quit smoking. But we think this approach positions smokers as patients. Research shows that smokers don't perceive themselves as having a disease and we don't think these NRT products meet their needs

British American Tobacco Co. Website, Bat.com. Accessed 3/22/2014



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Manipulating nicotine delivery to increase sales

- Inhalable tobacco smoke
 - **Flue-Curing's Fatal Flaw:** Lowers pH of smoke [from 8 to 6 or lower] – acidic smoke is easier to inhale, hence more addictive potential. Alkaline smoke (most large cigars) is rarely inhaled.
- Free-Based Nicotine (Yes, the same process as making crack cocaine).
 - Ammonia/urea/alkaline compounds added to tobacco to raise pH slightly (ca. 6.5 pH). Deprotonated nicotine released in the gas phase.
 - “Secret and Soul” of Marlboro
- Menthol and other additives (licorice, cocoa, sugars) act as bronchodilators, easing new smokers into addiction.



Manipulating nicotine delivery



SECRET
No. 15 By _____

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IMPLICATIONS AND ACTIVITIES ARISING FROM CORRELATION

OF SMOKE pH WITH NICOTINE IMPACT, OTHER

- 2 -

III. SMOKE pH AND "FREE" NICOTINE

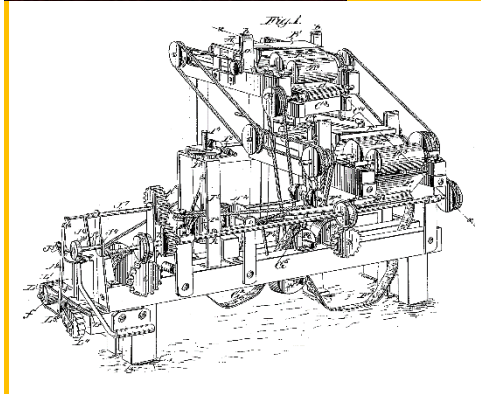
In essence, a cigarette is a system for delivery of nicotine to the smoker in attractive, useful form. At "normal" smoke pH, at or below about 6.0, essentially all of the smoke nicotine is chemically combined with acidic substances, hence is non-volatile and relatively slowly absorbed by the smoker. As the smoke pH increases above about 6.0, an increasing proportion of the total smoke nicotine occurs in "free" form, which is volatile, rapidly absorbed by the smoker, and believed to be instantly perceived as nicotine "kick". Chart VIII shows how proportion of "free" nicotine increases as pH goes higher.

Designed for addiction

- Mass production + mass marketing + nicotine manipulation = mass addiction → death and disease
 - Bonsack Cigarette Machine (1881)
 - American Blended Cigarette: Camel (1913), Chesterfield (1915) Lucky Strike (1917). Designed to be inhaled



240cigs/hr



12,000cigs/hr



360,000-480,000cigs/hr



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"You've come a long way baby", 1920s & 1970s-style

AN ANCIENT PREJUDICE HAS BEEN REMOVED.

Today, legally, politically and socially, womanhood stands in her true light. AMERICAN INTELLIGENCE has cast aside the ancient prejudice that held her to be inferior.

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

"TOASTING DID IT"—
Gone is that ancient prejudice against cigarettes—Progress has been made. We removed the prejudice against cigarettes when we removed from the tobaccos harmful corrosive ACRIDS (pungent irritants) which are present in cigarettes manufactured in the old-fashioned way. Thus "TOASTING" has destroyed that ancient prejudice against cigarette smoking by men and by women.

"It's toasted"
No Throat Irritation—No Cough.

"Today, legally, politically and Socially womanhood stands in her true light. AMERICAN INTELLIGENCE has cast aside the ancient prejudice that held her to be inferior"

"Gone is that ancient prejudice Against cigarettes—Progress has been made"
We removed . . . corrosive ACRIDS

We make Virginia Slims especially for women because they are biologically superior to men.

That's right, superior. Women are more resistant to starvation, fatigue, exposure, shock, and illness than men are.

Women have two "X" chromosomes in their sex cells, while men have only one "X" chromosome and a "Y" chromosome...which some experts consider to be the inferior chromosome.

They are also less inclined than men to congenital baldness, Albinism of the eyes, improperly developed sweat glands, color blindness of

the red-green type, day blindness, defective hair follicles, defective iris, defective tooth enamel, double eyelashes, skin cysts,

shortsightedness, night-blindness, nomadism, retinal detachment, and white occipital locks of hair.

In view of these and other facts, the makers of Virginia Slims feel it highly inappropriate that women continue to use the fat, stubby cigarettes designed for mere men.



Virginia Slims.
Slimmer than the fat cigarettes men smoke. With rich Virginia flavor women like.

You've come a long way, baby.

Marketing creates enduring social norms— The ashtray in auto, home, and in public



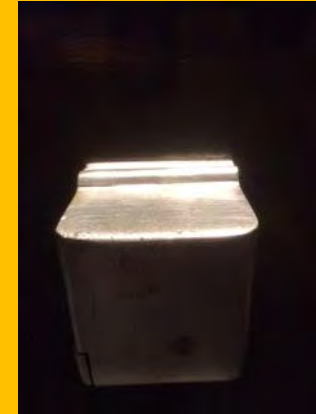
Above is seen a glimpse of the attractive instrument panel showing the ash receiver in center, around which are grouped the convenient controls.



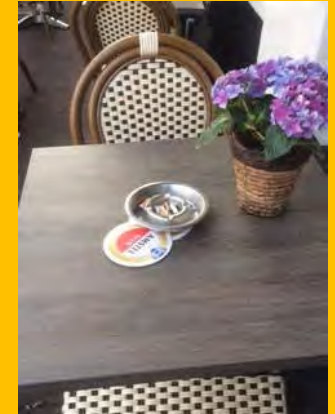
**Essenjay Bridge Set
No. 583**

*T*HIS is the finest set yet devised for use on bridge tables. The set clamps securely to the corner or side of a bridge table, or is readily clamped to a round table. All

**Bridge smoking and
drinking set, 1920s**



**Built-in
elevator
ashtray**



Outdoor cafe

1934 Dodge advertisement

Source: Romaine Trade Catalog Collection, UCSB Special Collections

Mass marketing promotes addiction

- **Historically**, cigarettes have been the most heavily advertised and marketed of all consumer products
- Advertising/marketing achieve a number of favorable functions for the tobacco industry
 - Inform consumer about product. Teach users to inhale, use the product everywhere.
 - Create an environment of favorable social norms around tobacco use.
 - Large numbers of cigarette retail outlets (gas stations, food markets, drug stores, candy and magazine shops) means cigarettes are available easily anywhere.
 - Enforcement of underage smoking laws hampered by sheer number of retail outlets.



Youth marketing key to recruiting new smokers

CABLE ADDRESS "REYNOLDS, WINSTON-SALEM" CODES USED } A B C 5" EDITION
WESTERN UNION
BENTLEY'S

R.J. Reynolds Tobacco Company

WINSTON-SALEM, N. C.
September 9, 1927.

DIRECTORS
W.N. REYNOLDS, CHAIRMAN
BOWMAN GRAY, PRESIDENT
JAS. A. GRAY, VICE PRESIDENT
T. H. KIRK, VICE PRESIDENT
S. CLAY WILLIAMS, VICE PRESIDENT
M. E. MOTSINGER, SECRETARY

DIRECTORS
R. E. LASATER, GEN. MGR. DEPT. OF MANFG.
J. B. DYER, SUPT. OF LEAF DEPT.
J. L. GRAHAM, TRAFFIC MANAGER
C. W. HARRIS, MGR. SALES DEPT.
J. W. GLENN, MGR. TURKISH LEAF DEPT.
R. C. HABERKERN, PURCHASING AGENT

DISTRIBUTED TO
SIXTHS
" B. G. J. A. G.

School days are here. And that means **BIG TOBACCO BUSINESS** for somebody.

Let's get it.

- and start after it **RIGHT NOW.**

RJ Reynolds, "School days are here. And that means **BIG TOBACCO BUSINESS**"



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14-24 age group “represents tomorrows cigarette business”



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1975 MARKETING PLANS PRESENTATION
HILTON HEAD
SEPTEMBER 30, 1974

CHART #1
OBJECTIVE IN 1975

CHART #2
OPPORTUNITY AREAS

CHART #3
YOUNG POPULATION
SKEW

produced by RJR/TTC
in
TEXAS

OUR PARAMOUNT MARKETING OBJECTIVE IN 1975 AND ENSUING YEARS IS TO REESTABLISH RJR'S SHARE OF MARKETING GROWTH IN THE DOMESTIC CIGARETTE INDUSTRY.

WE WILL SPEAK TO FOUR KEY OPPORTUNITY AREAS TO ACCOMPLISH THIS.

THEY ARE:

- 1- INCREASE OUR YOUNG ADULT FRANCHISE.
- 2- IMPROVE OUR METRO MARKET SHARE.
- 3- EXPLOIT THE POTENTIAL OF THE GROWING CIGARETTE CATEGORIES.
- 4- DEVELOP NEW BRANDS AND LINE EXTENSIONS WITH NEW PRODUCT BENEFITS OR NEW PERSONALITIES.

FIRST, LET'S LOOK AT THE GROWING IMPORTANCE OF THE YOUNG ADULT IN THE CIGARETTE MARKET. IN 1955 THIS YOUNG ADULT MARKET, THE 14-24 AGE GROUP, REPRESENTED 21% OF THE POPULATION.

AS SEEN BY THIS CHART, THEY WILL REPRESENT 27% OF THE POPULATION IN 1975. THEY REPRESENT TOMORROW'S CIGARETTE BUSINESS. AS THIS 14-24 AGE GROUP MATURES, THEY WILL ACCOUNT FOR A KEY SHARE OF THE TOTAL CIGARETTE VOLUME -- FOR AT LEAST THE NEXT 25 YEARS.

PLAINTIFF'S
EXHIBIT
9762

Youth smokers are “replacement smokers”

RJR
SECRET
No. 386 By *ef*
Declassification _____

**STRATEGIC RESEARCH
REPORT**

TO: Mr. C. H. Long
Mr. M. L. Orlovsky
Mr. H. J. Lees

YOUNGER ADULT SMOKERS:
STRATEGIES AND OPPORTUNITIES

COPY LIST

Mr. L. W. Hall, Jr.
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Mr. J. T. Winebrenner
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PUBLISHED BY THE MARKETING DEVELOPMENT DEPARTMENT
R.J. REYNOLDS TOBACCO COMPANY, WINSTON-SALEM, N.C. 27102

JRT Form 7308 - 1091

00143 1017

THE IMPORTANCE OF YOUNGER ADULT SMOKERS

Younger adult smokers have been the critical factor in the growth and decline of every major brand and company over the last 30 years. They will continue to be just as important to brands/companies in the future for two simple reasons:

- The renewal of the market stems almost entirely from 18-year-old smokers. No more than 5% of smokers start after age 24.
- The brand loyalty of 18-year-old smokers far outweighs any tendency to switch with age.

1. VOLUME

Younger adult smokers are the only source of replacement smokers. Repeated government studies (Appendix B) have shown that:

- Less than one-third of smokers (31%) start after age 18.
- Only 5% of smokers start after age 24.

Burrows, Diane. “Strategic Research Report. Young Adult Strategies and Opportunities”
<http://legacy.library.ucsf.edu/tid/ftc49d00> .

IT'S FUN TO BE FOOLED

LET UP... LIGHT UP A CAMEL!

LOU GENRIG

CAMELS

STARS OF THE CIRCUS

CAMELS

DANGER

CAMELS

SKING

LET UP... LIGHT UP A CAMEL!

KING OF THE HIGH WIRE

CAMELS... the Choice of Experience!

WATCHING FOOTBALL

GET A LIFE WITH A CAMEL

T.N.T.

CAMELS

STOPPING INTO TWIN AX & MILLS UP!

LET UP... LIGHT UP A CAMEL!

FOUR-LEGGED FLY!

More people are smoking CAMELS than ever before!

DANGER UNLIMITED!

More people are smoking CAMELS than ever before!

IT'S FUN TO BE FOOLED

More people are smoking CAMELS than ever before!

OVER THE JUMPS

FIRST IN THE SERVICE CAMEL

IT'S FUN TO BE FOOLED

More people are smoking CAMELS than ever before!

IT'S FUN TO BE FOOLED

More people are smoking CAMELS than ever before!

COLORS OF THE DAY

The Soviet First CAMELS

WORLD'S ROUGHEST RIDE!

More people are smoking CAMELS than ever before!



Hollywood Glamour

"Listen, Stan... while I explain what Old Gold's throat-ease means"

"Now, you take this cigarette, see?"
 "Who—me?"
 "Certainly—you! Now, that's an Old Gold cigarette—understand?"
 "Uh-huh."
 "Be quiet and listen, will you? Now, Old Golds are made from pure tobaccos, well 'Nutting for the delicate and mild-tasting domestic tobaccos, see? So naturally they not only taste better but they keep the throat free from irritation. That's one is important to everybody—especially to a slender voice artist such as..."
 "Who—me?"
 "Certainly not! But you will be a happier smoker when your throat gets the thrill of 'smooth as satin' Old Golds."
 Mr. Hardy might have put it this way, Mr. Laurel. No better tobacco grows than is used in Old Gold. And it's gone. (No artificial flavoring.) That's why Old Golds are easy on THROAT and NEVES.
 THE THROAT-EASE CIGARETTE

"Reach for a Lucky— instead of a sweet"

Billie Burke!
 Popular American Actress

LUCKY STRIKE
 IT'S TOASTED!
 CIGARETTES

Toasting takes out every bit of bite and throat

"To my friends and fans I recommend Chesterfields. It's MY cigarette."
 Barbara Stanwyck

... and I recommend them too—
 Because they're really Milder. For over 30 years I've seen Chesterfield buy the Best Mild ripe tobacco grown."

Always Buy CHESTERFIELD
 THE BEST CIGARETTE

Like I tell you on **DRAGNET**.

smokers by the thousands **now changing to Chesterfield**

the one cigarette that's really—low in nicotine. Or, only our Chesterfields are so mild.

FOR YOU—PROOF of Mildness with no unpleasant after-taste

You—PROOF OF MILDNESS
 When I apply the Standard Tobacco Growers' cigarettes, I find Chesterfield is the one that's milder and smokes milder.
 Statement by hundreds of Prominent Tobacco Growers.

You—PROOF OF NO UNPLEASANT AFTER-TASTE
 Chesterfield is the only cigarette in the members of our taste panel found no unpleasant after-taste."
 From the report of a well-known Industrial Research Organization.

Look—you'd better read this page... it'll set you straight on cigarettes
 Bob Hope

ALWAYS BUY MILDER CHESTERFIELD

"It's toast"

Why did you change to Camels, EVA GABOR?

"I had to be sure my cigarette agreed with my throat. So I tried many different brands. I chose Camels for their day-in, day-out mildness and flavor!"

Eva Gabor
 Star of Tabasco, Screen and Stage

NOTED THROAT SPECIALISTS REPORTED AFTER TESTS:
Not one single case of throat irritation due to smoking CAMELS

Make your own smoking test. Buy one Camel cigarette for 30 days and compare them with any cigarette you've smoked before. You'll see how smooth Camels are, just after you... you'll see how mild Camels are, how well they agree with your throat as your smoking ends. Then you'll know why, after all the mildness tests...
 CAMEL LEADS ALL OTHER BRANDS—BY BILLIONS!

BETTY GRABLE
 STARRING IN THE FORTHCOMING
 1944 CANTERBURY FOX PICTURE
 "UP GIRL"

THE BOYS... It's CHESTERFIELD

You see Chesterfields everywhere these days—and why? Because they are milder and better-tasting and no wonder—Chesterfields are made of the best tobaccos that grow. And that's not all—it's the blend—the Right Combination of these tobaccos that makes Chesterfield the cigarette that *Satisfies*.

You—PROOF OF MILDNESS
 When I apply the Standard Tobacco Growers' cigarettes, I find Chesterfield is the one that's milder and smokes milder.
 Statement by hundreds of Prominent Tobacco Growers.

You—PROOF OF NO UNPLEASANT AFTER-TASTE
 Chesterfield is the only cigarette in the members of our taste panel found no unpleasant after-taste."
 From the report of a well-known Industrial Research Organization.

ALWAYS BUY MILDER CHESTERFIELD

erfields are ely satisfying er—much Milder Y cigarette"
 le Ball "INTERFERENCE"
 H. P. Rasberry
 KINSTON, N. C.

ENT TOBACCO FARMERS
 OKE CHESTERFIELD
 eld always buys the highest mild, ripe tobacco. I find best cigarette for smoke because I enjoy its taste and it's MILDER."

Always Buy CHESTERFIELD
 the Best Cigarette for YOU to smoke

LPAD_0558.0001

LPAD_0816.0001

LPAD_0748.0001

LPAD_0796.0001

Sports Heroes

With the **KINGS of SPORTS** it's **CHESTERFIELD**

A B C

ALWAYS BUY CHESTERFIELD

**A Always Milder
B Better Tasting
C Cooler Smoker**

THE BASEBALL MAN'S CIGARETTE

When you change to Chesterfield

CHESTERFIELD THE CHAMP OF THE RING

Joe DiMaggio

HAS SOMETHING TO SAY ABOUT HOW DIFFERENT CIGARETTES CAN BE!

"We know tobacco because we grow it..."

WHEN BILL GRAMM saw Joe DiMaggio pull out his package of Camels, he thought it was a good time to get Joe's opinion on smoking. Joe came straight to the point: "There's a big difference between Camels and the others." Like Joe DiMaggio - like millions of other Camel smokers everywhere - you will find in Camels a passionate friend of fine, more expensive tobaccos - Turkish and Domestic.

PEOPLE WHO APPRECIATE THE COSTLIEST TOBACCO IN CAMELS

Camels are a wealthless blend of fine, **MORE EXPENSIVE TOBACCO**... Turkish and Domestic

THEY ARE THE LARGEST-SELLING CIGARETTE IN AMERICA

Mickey Mantle, N. Y. Yankees' home-run champion, says: "Viceroy's are richer tasting... smoother by far! From my very first puff - man, it was Viceroy for me!"

Smart Smokers Everywhere Know - Only Viceroy Takes The Three Steps That Lead To Smoothest Smoking!

VICEROY Filter Tip CIGARETTES

24

THE UNIVERSITY OF THE SOUTHERN

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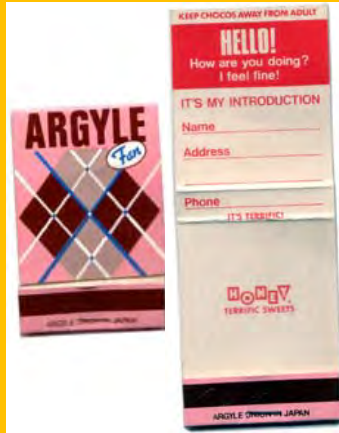
Santa sells too



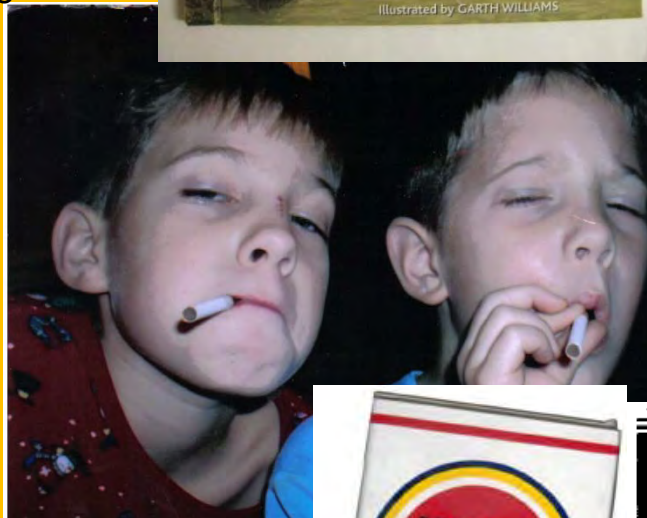
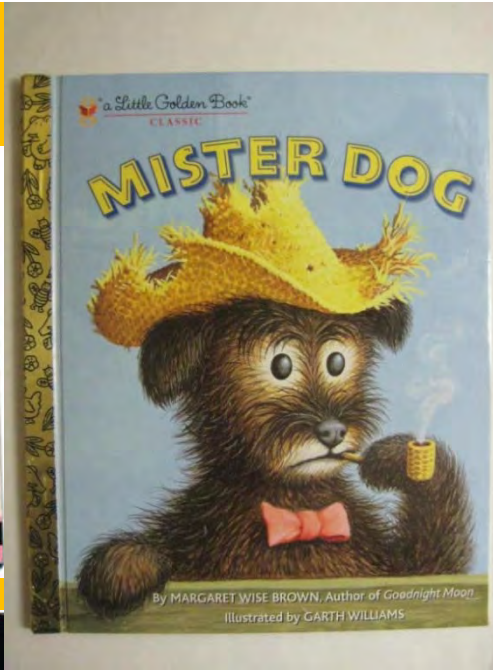
Candy Cigarettes



Bubble gum cigars



Chocolate matches



<http://www.candywrappermuseum.com/>
Do candy cigarettes encourage young people to smoke? BMG 321 (2000)



THE UNIVERSITY OF SOUTHERN MISSISSIPPI

You get more out of

Life CANDY MINT Cigarettes

Life CANDY MINT Cigarettes

Life CANDY MINT Cigarettes

MANUFACTURED BY VICTORIA SWEETS, INC. BAYBORN, N. Y.

IPEDIC-SALS CANE SUGAR COMBISUIT CIGARETTE, STAINC. AMERICAN 4-20 THE FLAVOUR.

682349449

Life

Smoking prevalence among physicians in western countries, 1990

Table Prevalence of smoking among general practitioners and the general population, selected countries, circa 1990

<i>Country</i>	<i>GPs (%)</i>	<i>General population (%)</i>	<i>Ratio of smoking prevalence (GPs/population)</i>
UK (1988)	4	32	0.13
US (1987)	9*	29	0.31
Ireland	20	37	0.54
Hungary (1989)	21	34	0.62
Netherlands	29	45	0.64
Belgium	29	39	0.74
Germany	25	32	0.78
Brazil (1989)	25	31	0.81
Denmark	38	45	0.84
France	31**	35	0.89
Greece	39	42	0.93
Luxembourg	36	33	1.09
Spain	45	41	1.10
Japan	44	38	1.16
Italy	41	33	1.24
Portugal	39	27	1.44

Sources: World Health Organisation⁷, except for the UK^{3,8} and the US.^{4,9}

* From a random sample of 1000 physicians, selected from among all physicians in the country (ie, not just general practitioners).

** Reported as 32% by Tessier *et al* for 1991.¹



“Information” warnings don’t work—They help sell cigarettes

into Table I involves smoking-health attitudes. The smoking-health controversy does not appear important to the group because, psychologically, at eighteen, one is immortal. Further, 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 discussed above 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.



Caution: Cigarette Smoking May Be Hazardous To Your Health

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth & Low Birth Weight.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide

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



RJ Reynolds, 1973



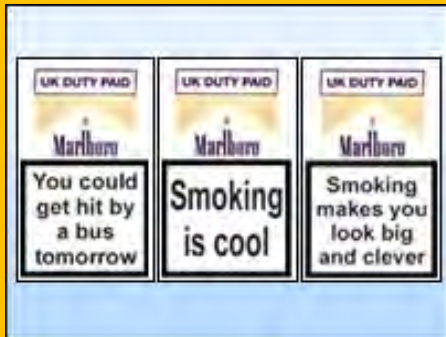
RJR
CONFIDENTIAL

RESEARCH PLANNING MEMORANDUM

ON

SOME THOUGHTS ABOUT NEW BRANDS OF CIGARETTES FOR THE YOUTH MARKET

Point of sale, and sophisticated package design



Sarcastic adhesive labels to cover EU warnings, for sale



Is the cigarette industry a legitimate partner in public health?

- The industry thinks so:
 - British American Tobacco (from their website)
Tobacco consumption poses real risks to health, so we agree that tobacco products should be regulated in appropriate ways. We support balanced, evidence-based tobacco regulation that does not infringe our legal rights.



“[This case] is about an industry, and in particular these Defendants, that survives, and profits, from selling a highly addictive product which causes diseases that lead to a staggering number of deaths per year, an immeasurable amount of human suffering and economic loss, and a profound burden on our national health care system. Defendants have known many of these facts for at least 50 years or more. Despite that knowledge, they have consistently, repeatedly, and with enormous skill and sophistication, denied these facts to the public, to the Government, and to the public health community. . . .In short, Defendants have marketed and sold their lethal product with zeal, with deception, with a single-minded focus on their financial success, and without regard for the human tragedy or social costs that success exacted.”

UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF COLUMBIA

UNITED STATES OF AMERICA,	:	
	:	
Plaintiff,	:	
	:	Civil Action No. 9
and	:	
	:	
TOBACCO-FREE KIDS ACTION FUND,	:	
AMERICAN CANCER SOCIETY,	:	
AMERICAN HEART ASSOCIATION,	:	
AMERICAN LUNG ASSOCIATION,	:	
AMERICANS FOR NONSMOKERS' RIGHTS,	:	
and NATIONAL AFRICAN AMERICAN	:	
TOBACCO PREVENTION NETWORK,	:	
	:	
Intervenors,	:	
	:	
v.	:	
	:	
PHILIP MORRIS USA, INC.,	:	
(f/k/a Philip Morris, Inc.), et al.,	:	
	:	
Defendants.	:	

“the Government has established that Defendants . . . have conspired together to violate the substantive provisions of RICO”

“At every stage, lawyers played an absolutely central role in the creation and perpetuation of the Enterprise and the implementation of its fraudulent schemes.”

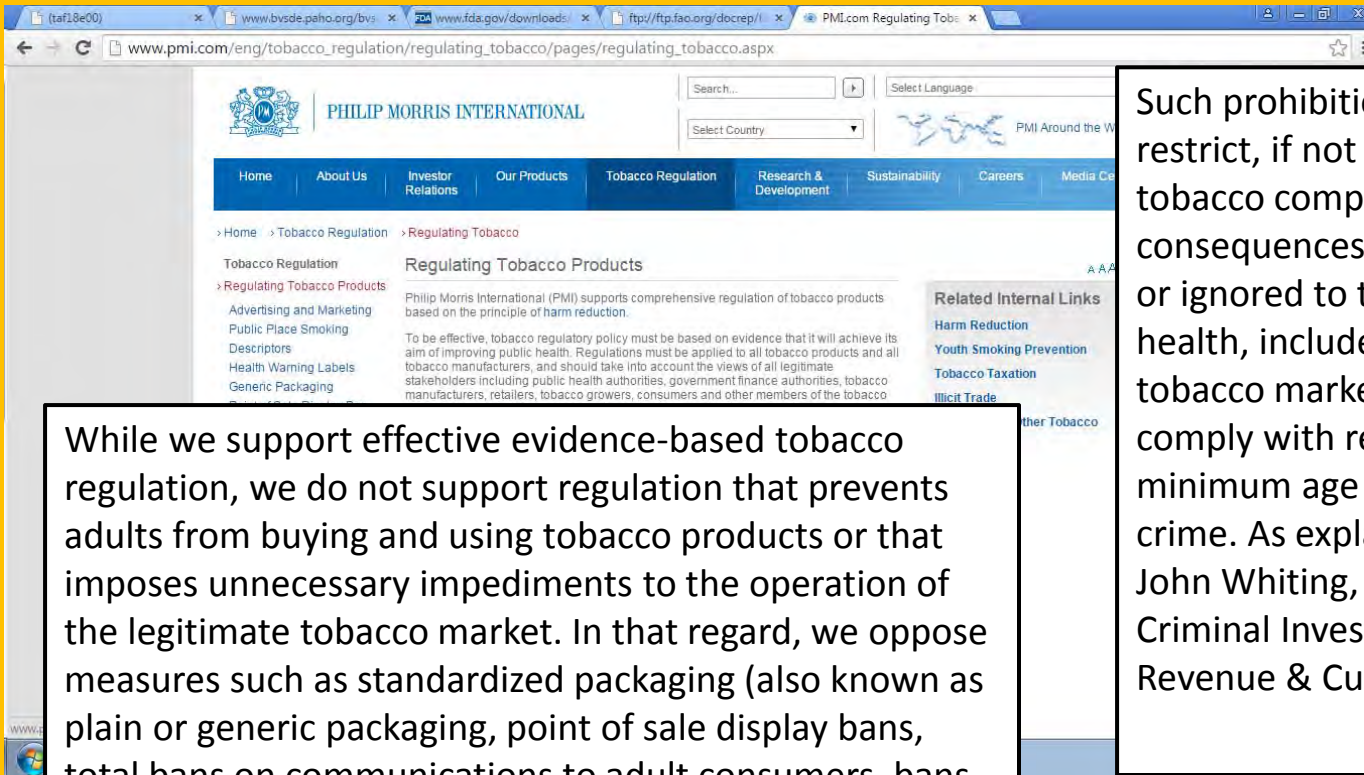


Gladys Kessler, U.S. District Court Judge, Amended Final Opinion, 8/17/2006

<http://www.publichealthlawcenter.org/sites/default/files/resources/doj-final-opinion.pdf>

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Industry supports regulation in the interest of public health, but opposes plain packaging, point of sale display bans, ingredient bans or taxes



While we support effective evidence-based tobacco regulation, we do not support regulation that prevents adults from buying and using tobacco products or that imposes unnecessary impediments to the operation of the legitimate tobacco market. In that regard, we oppose measures such as standardized packaging (also known as plain or generic packaging, point of sale display bans, total bans on communications to adult consumers, bans on the use of all ingredients in tobacco products, other measures designed to standardize tobacco products or packaging, and proposals that prevent the development, marketing and sale of products that are proven to reduce the health risks of tobacco use.

Such prohibitionist policies severely restrict, if not eliminate, the ability of tobacco companies to compete. The consequences, which are often overlooked or ignored to the detriment of public health, include increases in the illegal tobacco market—a market that does not comply with regulations, including minimum age laws, and funds organized crime. As explained External reference by John Whiting, Assistant Director of Criminal Investigations with Her Majesty's Revenue & Customs in the UK.

BATco opposes plain packaging

By introducing plain packaging, we and others believe that governments risk breaching trademark rights and international trade agreements. As such, the governments of Ukraine, Cuba, Honduras, the Dominican Republic and Indonesia are challenging Australia's plain packaging laws at the World Trade Organisation (WTO).

We should be entitled to use our validly registered trademarks on packs to distinguish our products from those of our competitors. Our trademarks are our intellectual property. We have created them and invested in them over many decades. Plain packaging denies us the right to use our trademarks.

The wiping out of valuable trademarks by any government, entailed by plain packaging would risk placing it in breach of legal obligations relating to intellectual property rights and, in most cases, international trade.



USA: Proposed FDA warnings successfully blocked by tobacco industry in 2012

(R.J. Reynolds Tobacco Co., et al., v. FDA, et al., 696 F.3d 1205 (D.C. Cir. 2012))



Opposition to menthol ban

ADVERTISEMENT

Tobacco And Scientific Integrity: A Challenge

In June 2009, Congress passed a bill that authorized the Food and Drug Administration (FDA) to regulate cigarettes and other tobacco products for the first time.

As part of this regulatory process, many aspects of the cigarette product will be reviewed by the FDA. To that end, any eventual action by the agency will necessarily be based on a number of factors affecting the public's health; however, implicit in this process is the FDA's responsibility to assure that its actions are based on legitimate and objective scientific data.

Herein lies the challenge: Can the FDA fairly regulate tobacco based on an objective analysis of science in the midst of the politically charged atmosphere surrounding tobacco control?

The first test of whether the FDA can meet this challenge centers on the issue of whether to ban menthol cigarettes. Menthol has been used as a characterizing flavor in cigarettes for more than a half century, but only recently has menthol been indicted as a unique public health issue by certain advocacy groups.

We are already witnessing the use of selective quotes and snippets from scientific research to support one theory or another. Such popularization of scientific research does not serve to advance the true scientific evaluation of menthol's effect on health or addiction in cigarettes. Rather, the motivation behind this particular tactic appears to us to be part of a political strategy to achieve partial prohibition.

If menthol cigarettes are banned, one-third of all cigarettes would fall under prohibition. In turn, this will lead to an unprecedented criminal black market in menthol cigarettes and to the sale of more dangerous cigarettes than are now being sold by regulated

companies. A ban would also severely decrease the enormous tax revenue generated by cigarette sales which are critical to sustaining state and federal budgets. In fact, the current statute mandates that the FDA consider these unintended consequences, as well as the science underpinning the health effects of smoking mentholated cigarettes as it considers such a ban.

We are confident that a critical review of the body of scientific evidence will support two basic conclusions: first, menthol cigarettes do not confer a greater health risk than non-menthol cigarettes; and secondly, smokers of menthol and non-menthol cigarettes have the same rate of success in quitting smoking.

If that is in fact the case, it is imperative that the effects of menthol be critically evaluated from an appropriate scientific perspective – without emotion or inactivity. This can only be accomplished if the FDA and its Scientific Advisory Committee follow a course of rigorous objectivity in examining the conclusions reached by various scientific studies and the design and integrity of these studies – and, importantly, the political motivations of those authors.

The challenge to adhere to the science must be met successfully by the FDA. Doing otherwise would undermine the integrity of this important regulatory agency and could well lead to unfair and unnecessary regulation of other legal products or industries in our country, depriving citizens of their right to choose to use products that may be controversial or unpopular.

Lorillard looks forward to the review of menthol by the FDA, and is confident that its process will provide a fair hearing of all sides of an issue that must be grounded in good science and fair public policy.

Lorillard
TOBACCO COMPANY

THE WALL STREET JOURNAL

OPINION

Menthol.com, December 23, 2009 A21

Herein lies the challenge:

Can the FDA fairly regulate tobacco based on an objective analysis of science in the midst of the politically charged atmosphere surrounding tobacco control?

If menthol cigarettes are banned, one-third of all cigarettes would fall under prohibition. In turn, this will lead to an unprecedented criminal black market in menthol cigarettes and to the sale of more dangerous cigarettes than are now being sold by regulated

Social acceptability research/activism

- Industry could foresee the collapse of the social tolerance that allowed smoking to exist
- Industry could envision the end of the cigarette, and worked to prevent it.

SOCIAL ACCEPTABILITY OF CIGARETTES

1. Trend/Issue/Event

Cigarette smoking and the cigarette smoker are being damned by the government, media and crusading non-smokers.

2. What Will Happen?

The social acceptability of cigarette smoking will continue to decline in the near term - threat.

3. What Will Be Its Impact/Implication?

Total consumption will decline due to lower incidence, lower per capita consumption among smokers, fewer new smokers and/or more quitters.

4. When Will It Happen?

Trend emerged in early '70's and will accelerate in late '70's.

5. Sources:

Government
public smok
primary aim
Tobacco Ins
anti-smokin
interest gr
legislation

Total consumption will decline due to lower incidence, lower per capita consumption among smokers, fewer new smokers and/or more quitters.

McCann-Ericson, Inc. "Smoker Psychology Study: Attitudes Towards Smoking" (1981)

- Study conducted for Brown & Williamson
- Smokers would like to quit, but feel they cannot

ATTITUDES RELATED TO QUITTING

REGRET ABOUT BECOMING A SMOKER IS VERY STRONG IN ALL GROUPS. PEOPLE WHO HAVE QUIT ARE WIDELY ADMIRER. HEAVY SMOKERS TEND TO DOUBT THEY COULD STOP IF THEY WANTED TO.

A STRONG MAJORITY OF LIGHT SMOKERS HAVE CUT DOWN AND WOULD LIKE TO STOP ALTOGETHER. AND, MOST FEEL THEY WOULD BE ABLE TO DO SO. LOW TAR AND ULTRA SMOKERS ARE ALSO STRONGLY INCLINED TO QUIT SMOKING.



Beating the industry at its own game

BAT shares hit by Bloomberg anti-smoking fund

Tobacco firm among biggest losers in London after Bloomberg Philanthropies sets up \$4m fighting fund



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End presentation

For further information, contact:

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