What They Don’t Tell You
Are you influenced by advertising?
Tobacco Industry Marketing Expenditures

$13.4 BILLION In the U.S.

$140 Million in WV
U.S. Congress asks the tobacco industry if nicotine is addictive
Few Words From Big Tobacco

• “Tobacco is not any more addictive than coffee, chocolate or Twinkies”  Tobacco Exec. CNN tape

• “Today’s Teenager is tomorrow’s potential regular customer”  Phillip Morris Internal Memo

• “The Base of our Business is the high school student”  Lorillard Tobacco Company

• “Smoking is not addictive”  Tobacco Ex. 04 Hearing
……More from Big Tobacco

• “The secret of Marlboro is ammonia” Brown & Williamson Tobacco Report

• “Cherry Skoal is for somebody who likes the taste of candy if you know what I am saying” US Tobacco

• “If you are really and truly not going to sell to children, you are going to be out of business in 30 years” Bennett Lebor, CEO Brook Group LTD
FOR THOSE WHO LIVE IN THE MOMENT

"When I first started in this business my main focus was to not just make the world’s best tasting cigar. My aim was to develop unique products to be shared during life’s most celebrated and memorable moments.

Let the celebration begin."  — CHRISTIAN EIROA, THE CEO OF CIGARS

WORK HARD, PLAY HARDER, REPEAT.

LIFE IS RICH

THE ONLY CORNERS WE CUT ARE ON THE PACK

There’s no real pleasure in taking shortcuts. For Davidoff, our uncompromising attitude starts from the ground up in the fertile soils of the world, where carefully selected tobacco plants flourish under meticulous care. Only the highest-grade leaves are chosen for a deeply rich and consistently satisfying blend. Superior papers are selected for a smoother, more even burn. Our filter is more luxurious in feel, while our world-renowned beveled-edge pack is made to protect the uniquely crafted cigarettes inside. Some might say this is pure indulgence.

We say that’s exactly the point.

FOR A CLOSER LOOK, VISIT WWW.DAVIDOFFCIGARETTESSUSA.COM/WELCOME

SURGEON GENERAL’S WARNING: Smoking By Pregnant Women May Result in Fatal Injury, Premature Birth, And Low Birth Weight.
Natural American Spirit is the only brand that features both cigarettes made with 100% certified organic tobacco as well as cigarettes made with 100% additive-free, natural tobacco. We offer a variety of styles to suit every taste.

We use only the highest quality premium, natural whole leaf tobacco. We also pack our cigarettes with up to 25% more tobacco than other king-size cigarettes. All our tobacco products are 100% additive-free – no preservatives or flavorings. When you use the finest tobacco available, you don’t need them.

To find the Natural American Spirit style that’s right for you, use our online Style Selector at TryAmericanSpirit.com.

Try Natural American Spirit with $20 in Gift Certificates
TryAmericanSpirit.com
or call 1-800-872-6460 ext 79259

No additives in our tobacco does NOT mean a safer cigarette.

SURGEON GENERAL’S WARNING: Cigarette Smoke Contains Carbon Monoxide.
WARNING:
THIS PRODUCT MAY CAUSE GUM DISEASE AND TOOTH LOSS

enjoys taxicabs, subways and bar-hopping.
camelcnus.com*

freedom for smokers.
FAQ #75
Can you Snus at a cocktail party?

A. Yes!

Since Snus is smokeless and comes in a pouch, you can Snus at the boss's party.
**Camel Dissolvable Tobacco**
is made of finely milled tobacco. It dissolves in your mouth. Therefore, no spitting is required.

**How to Use:** Place one in your mouth. Don’t chew or swallow. Move it around if you want. Let it fully dissolve in your mouth. Enjoy Anywhere. Anytime. Anyplace.

- **Orbs** will last 15-20 minutes.*
- **Sticks** will last 20-30 minutes.*

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**How to Open Orbs’**
Child-Resistant Packaging

1. Shake to Load ORB
2. Press and Hold Button on Back
3. ORB Dispenses Here
   - Close and Shake to Reload

**How to Open Sticks’**
Child-Resistant Packaging

1. Slide Open While Holding Button
2. STICK Dispenses Here
3. Press and Hold Button on Back
   - Shake to Load STICK
I certify that I am an adult 21 years of age or older and that I want to view information regarding smoke-free tobacco for Ariva and Stonewall Dissolvable Tobacco. I understand that giving false information in order to view the Ariva website may constitute a violation of law.

It will always be our policy that our products are for adults, and adults only. As a responsible corporate citizen, we support the use of filtering software to keep minors from receiving tobacco-related age-restricted materials.

The Official Site of Ariva and Stonewall Dissolvable Tobacco Smoke Free Tobacco

The Future of Tobacco
I thought I looked so cool.

But there's nothing cool about this.
Flintstones Clip
Why does Big Tobacco continue to market to kids?
TOBACCO COMPANIES HAVE A STRATEGY
START THEM EARLY
And keep them addicted
They gotta replace the dead ones.