

Tobacco Industry targets you...

The Replacements

“Young adult smokers are the only source of replacement smokers.”

Source: RJR Tobacco Company, Bates No. 503170243

Dead Sexy?

Tobacco companies target women and girls using aggressive advertising that exploits the images of beauty, independence, empowerment, slimness, and sex appeal.

Source: World Health Report

Children for Sale

Indian bidi manufacturers employ nearly 325,000 children as underpaid “bondage slaves.”

Source: Campaign for Tobacco Free Kids

Tobacco Industry Target – GAYS

LGBT people are not the first target for the tobacco industry; we’re just the next targets in a long line of prejudiced and oppressive advertising strategies.

Source: Ithaca College, NY

Our Votes Are Not for Sale

The tobacco industry actively works to capitalize on our struggle for equal rights by taking important political and social themes to the LGBT community and applying them to smoking advertisements.

Source: ibid

Banned in the USA

Because the tobacco industry uses deadly pesticides, which have been banned in the USA, in tobacco farms in third world countries the Huichole tobacco farm workers in Mexico often give birth to deformed children.

Source: ibid

Killer Menthols

All of the brands that have been targeted toward African Americans have one important thing in common – they are all menthols. Why? Because menthols kill quicker than any other cigarette.

Source: www.bigtabaccosucks.org

RIDE for Good, Not for Evil

A tobacco company memo described Asian/Pacific Islander's as a "potential gold mine." So, big tobacco sponsors import auto and motor sport shows to target younger generations of API's.

Source: www.projectride.net

Big Tobacco is NOT with the DJ

The tobacco industry sponsors DJ battles, dance competitions, and mix championships in predominately hip-hop nightclubs.

Source: [ibid](#)

They think we're stupid. But they'll definitely take our money

R.J. Reynolds describe their younger target market as "less formed intellectually... less educated than others... have no intellectual diversions... absence of long-term goals... nothing to look forward to."

Source: [ibid](#)

I Ain't Your Beotch

Tobacco companies give away free merchandise at clubs and bars because they say young adults can be turned into "walking billboards" for their brands.

Source: www.urbanfuel.org

GAY = SCUM?

R.J. Reynolds truly outdid itself in hateful, homophobic marketing in the early 1990's when it launched Project SCUM- subculture urban marketing- aimed at increasing smokers among gays and the homeless in San Francisco.

Source: [The Truth®](#)

Something Smells Like...

"We don't smoke that shit. We just sell it. We reserve that for the young, the black, the poor and the stupid."

Source: [Congressional testimony of a former tobacco company employee quoting an executive.](#)