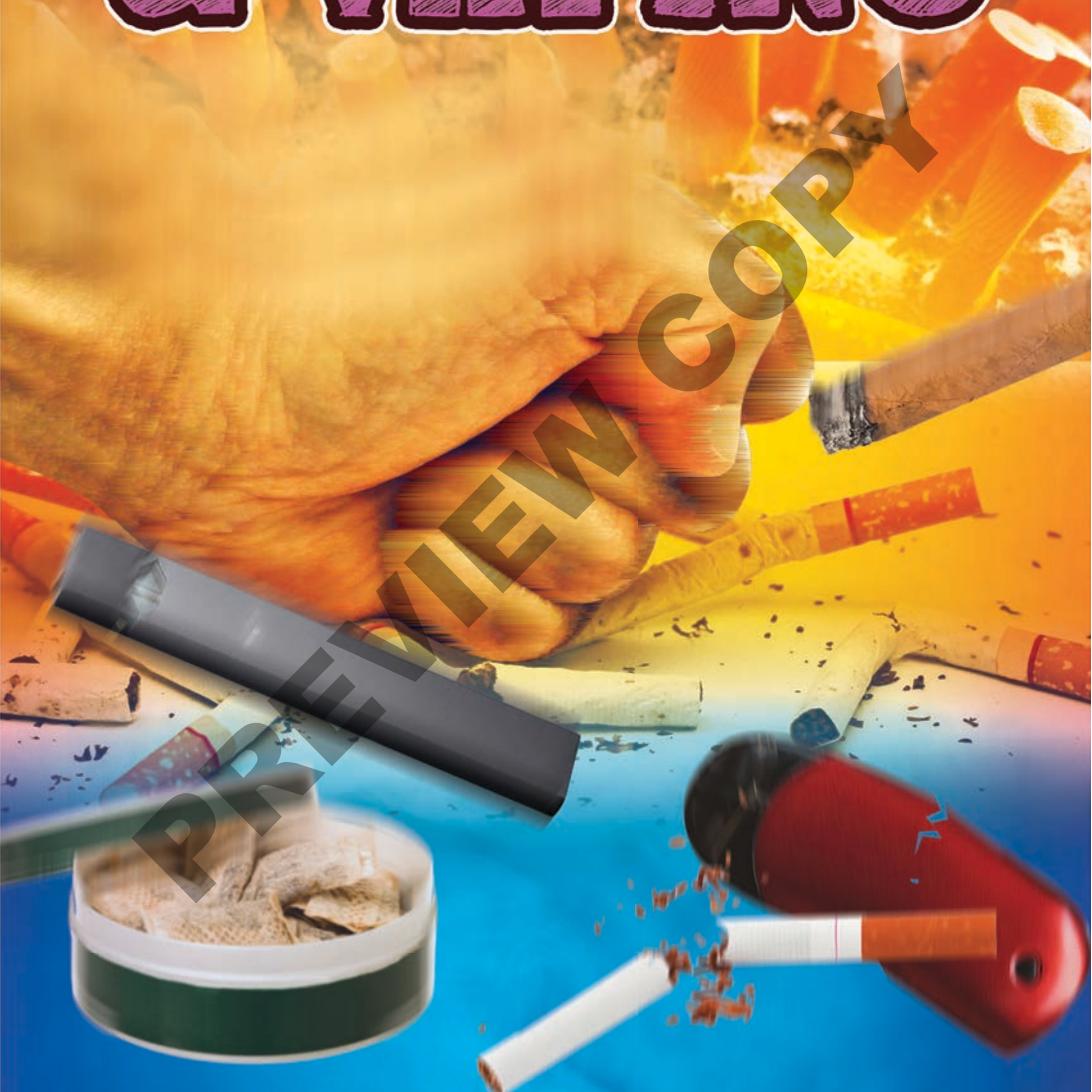


TOBACCO & VAPING



SMASH IT!

TRICKS OF THE TRADE



The tobacco industry has decades of experience tricking kids and teens into using tobacco products. They spend over 9 billion dollars a year on advertising, betting big bucks that they can trick you into using tobacco. Products such as cigars, e-cigarettes, and hookahs have sweeter flavors that appeal to youth by mimicking candy and fruit.



Are you willing to replace someone who died to keep the Tobacco Industry's rich?

The truth is, the tobacco industry needs "replacement smokers," kids who start smoking to make up for the adults that die off each year from tobacco-related disease.



QUICK FACT:

80% OF TOBACCO USERS START BEFORE THEIR 18TH BIRTHDAY.

LOOKOUT!



You can run, but you can't hide from tobacco advertisements—they're everywhere: on billboards, in magazines, outside the gas station, at sporting events, and on social media.



Images and ideas used to lure young people include bright colors, sweet flavors, and smiling models using Juuls.

These ads make nicotine products seem fun and appealing, but rarely show the truth. Why doesn't the Tobacco Industry show us the real people who use tobacco products?



These people are often addicted, coughing, sick, fidgety, and even sometimes bedridden from cancer or other tobacco-related illnesses. They are victims of a deadly disease - nicotine addiction.





NICOTINE: *Don't Take the Bait...*

Tobacco products contain a drug called nicotine. While many people think nicotine is harmless because of the “happy” feeling it gives the user, it is the most addictive drug in the world. It is even more addictive than cocaine, heroin or alcohol.



When a tobacco user quits, they go through something called withdrawal.

Withdrawal is a lot like being sick, both mentally and physically.

Your body and brain react to the loss of

nicotine and you feel

nasty side effects, including anger, depression, headaches, nausea, hunger and dizziness. Withdrawal from nicotine can last months or even years after quitting.

Nicotine tricks the brain into thinking it needs more and more nicotine by changing the way the brain works and communicates with the body. That’s how the addiction begins. Nicotine makes the user feel relaxed and alert for a short time, but when the effects wear off, the user feels bad and wants more nicotine.



TYPES OF TOBACCO PRODUCTS



E-Cigarettes



Often referred to as “vapes,” these products use a heat source powered by a battery to turn an “e-liquid” that contains nicotine into vapor that is inhaled by the user.

Smokeless Tobacco

Smokeless tobacco is ground up, powdered or loose leaf tobacco that is sometimes put in packets that are placed between the cheek or lip and the gum. They are sucked or chewed by the user.

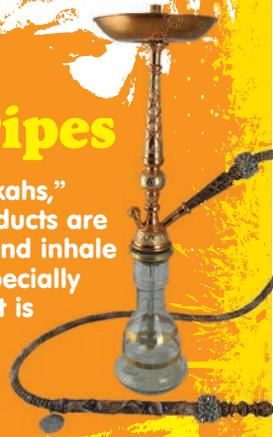
Dissolvable Products



Dissolvable products are discreet, flavored, edible tobacco products that dissolve in the mouth and are sold as strips, sticks, and may look like candy or cough drops.

Water Pipes

Often called “hookahs,” these tobacco products are used to vaporize and inhale the smoke from specially made tobacco that is often flavored.



Cigarettes

Cigarettes are made of tobacco, a filter, and paper wrapping. Cigarettes are used by burning and inhaling the smoke.

Cigars

Cigars are cured tobacco wrapped in leaf tobacco or a substance containing tobacco. Cigars are used by burning and inhaling the smoke, just like cigarettes.



They Said What?-

In the past, the Tobacco Industry told the public that nicotine was not an addictive drug. However, studies show that nicotine is mind-altering, addictive and deadly. The Tobacco Industry lies about the dangers of nicotine products, especially to youth, but they could not hide the truth forever.

Here are some excerpts of the Tobacco Industry admitting the truth about their products.



"Of course it's addictive. That's why you smoke the stuff."

-Ross Johnson, ex-Chief Executive of RJ Reynolds



"Very few consumers are aware of the effects of nicotine, its addictive nature, and that nicotine is a poison."

-Brown and Williamson memo signed by H.D. Steele



"Don't vape. Don't use Juul. Don't start using nicotine if you don't have a preexisting relationship with nicotine...yes it is addictive."

-Kevin Burns, ex-Juul CEO

Here's what the Tobacco Industry admitted about its effort to specifically recruit young users.



"Certainly Philip Morris should continue efforts for Marlboro in the youth market..."

-1974 Philip Morris Document



"We were targeting kids...it was just company policy."

-Terence Sullivan, a sales rep for RJ Reynolds



"Serious efforts to learn to smoke occur between ages 12 and 13 in most cases."

-Imperial Tobacco Limited

E-Cigarettes



E-cigarettes, or vapes, are easily the most commonly used form of tobacco product by young people in the United States. They are battery powered tobacco products that simulate smoking by allowing the user to inhale flavored vapor containing nicotine. The sweet flavors may seem appealing, but the reality is that this vapor contains toxic chemicals and particles that damage the body.



Vaping is not FDA approved, delivers up to 20 times as much nicotine, is easily addictive, harms young adult brain development, causes lung related illness, affects memory, concentration, attention, mood, and has even killed users.



E-cigarettes are a new product and have not been around long enough to study the long-term side effects, but there is evidence of serious lung damage, cancer and death in people who have been vaping for even just a few years. They may not smell as stinky, but e-cigarettes are just as dangerous as cigarettes!



There are many types of e-cigarettes, and each looks very different-be on the lookout for some of these products!



Tobacco's Not-So

There's nothing special about the effects of using tobacco.

Short Term Effects:

SEIZURES



HEADACHES



COMA



BAD BREATH



FASTER
HEART BEAT



SLOWED
CIRCULATION



DAMAGED
LUNGS



STRESSED
KIDNEYS



INCREASED
STOMACH
ACID



Special Effects

Take a look at a few of the short- and long-term effects tobacco has on your body.

Long Term Effects:



**SLOWED
BRAIN
ACTIVITY**



WRINKLES



STROKE



**ORAL
CANCER**



**STAINED AND
ROTTEN TEETH**



**GUM
DISEASE**



**LUNG
CANCER**



**WEAKENED
HEART**



**AND,
EVENTUALLY,
DEATH**



**YELLOW
FINGERS**



**NARROWED
BLOOD
VESSELS**

A TIMELINE

Until the 1950's, the Tobacco Industry hid evidence from the public that smoking was linked to lung cancer and other diseases.



OF TRUTH

By looking at the following timeline, you can see what happened when the truth about tobacco was finally revealed.

Doctors from the American Cancer Society report that all cigarettes are dangerous and that all smoking is dangerous—whether it’s one cigarette or ten. Research proved that secondhand smoke could cause a person to develop lung cancer.

Surgeon General C. Everett Koop issued a report that labels cigarette smoking the “chief preventable cause of death” in the United States.

A 1995 University of Michigan study is published, stating that there is an alarming increase in smoking among young people.

A 1997 landmark settlement forces the Tobacco Industry to spend \$368 billion dollars on anti-smoking campaigns. The Tobacco industry is warned about being fined if youth smoking doesn’t drop.

E-cigarettes are officially introduced in the United States.

1980's

1990's

2007's

2016's

2018's

2019's

2020's

All e-cigarettes become subject to the FDA's tobacco authorities.

JUUL is introduced and contains as much as 20 times as much nicotine as other e-cigarettes.

E-cigarette use in the United States increases 78% between 2017 and 2018.

The FDA launches a criminal investigation into the nationwide epidemic of e-cigarette related lung injuries.

The president signs legislation raising the federal minimum age of sale of tobacco products from 18 to 21 years.

The FDA restricts the sale of pre-filled flavored tobacco products and pods, including vape devices sold at convenience stores, gas stations and pharmacies.

All Natural? Not!



TOBACCO COMPANIES TRY TO PROMOTE THE IMAGE THAT SMOKING IS NATURAL AND HARMLESS. BUT THE CHEMICALS IN TOBACCO SMOKE ARE FAR FROM NATURAL. SOME OF THESE SAME CHEMICALS ARE USED TO CLEAN TOILETS AND PRESERVE DEAD BODIES. HERE ARE JUST A FEW OF THE OVER 4,700 CHEMICALS FOUND IN TOBACCO SMOKE.



FORMALDEHYDE
Used to preserve
dead bodies



CADMIUM
Used in rechargeable
batteries



AMMONIA
Used to clean
floors and toilets



NAPHTHALENE
Used in mothballs



STEARIC ACID
Used in candle wax



ACETONE
Nail polish remover

Fast Fact: Tobacco kills more people each year than AIDS, murder, suicide, illegal drugs, car accidents, alcohol, and fires combined.

News



Secondhand News:

You heard it Right

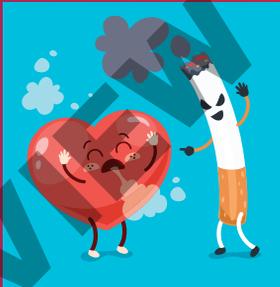


SECONDHAND SMOKE IS THE SMOKE THAT COMES FROM BURNING OR BREATHING OUT THE SMOKE FROM TOBACCO PRODUCTS, SUCH AS CIGARETTES, CIGARS, OR PIPES.



Tobacco smoke contains more than **4,700** chemicals, including hundreds that are toxic!

SECONDHAND SMOKE CONTAINS OVER 70 CHEMICALS THAT CAN CAUSE CANCER, HEART DISEASE, AND LUNG CANCER.



SECONDHAND SMOKE IS JUST AS BAD FOR YOU AS SMOKING! STAY AWAY FROM CIGARETTE SMOKE - IT IS DANGEROUS AND CAN SERIOUSLY HARM YOUR HEALTH IN THE LONG RUN. SECONDHAND SMOKE IS BAD NEWS!



Children of smokers may develop serious health problems like asthma and bronchitis.



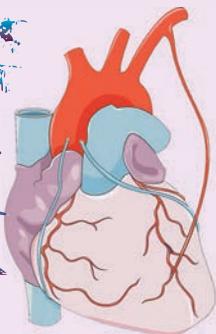
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Really Gross Facts About Smokeless Tobacco

Some people think smokeless tobacco is less harmful than cigarettes. They're wrong.

1

Smokeless tobacco causes a person to become severely ill the more they use. We're talking oral cancer, lung cancer, heart disease, and even death.



2

Wanna know why smokeless tobacco is called "spit?" When it is placed between the lower lip and gum or cheek, it makes the mouth produce more saliva than normal. This causes the user to have to spit or drool dark, slimy tobacco juice every few minutes. Ew!



3

Smokeless tobacco contains almost three times as much nicotine as a cigarette, so it is easy to get addicted the first time you use it.



4

There are thousands of harmful chemicals in smokeless tobacco, including 28 known cancer causing chemicals such as arsenic, nickel, and formaldehyde.

5

Bad breath, stained and rotted teeth, and white or red sores on the mouth are all nasty side effects of using smokeless tobacco that make a user look as bad as they feel.



WAYS TO SAY "NO!"

It may seem hard to say no or turn down offers from people when they hand you a tobacco product. You may feel pressured, scared, or want to appear cool so you can fit in. Here are some real ways that teens have said no to other young people and been respected for their decision.

"Some kids from my neighborhood were smoking cigarettes. They offered me one and I said 'no thanks.' They asked me what was wrong and I just said 'I just don't like to smoke.'"

Shamia
New Orleans,
Louisiana



"I've been offered vapes a ton of times at parties. I just laugh and say 'I don't really do that but thanks.' They're usually surprised, but just say something like 'Good for you.'"

Jason
Omaha, Nebraska



"One time I got pushed to try smoking a cigar and I got really embarrassed that I didn't want to because other people were there and all doing it. I just kept saying I didn't feel like it until they quit asking."

Kyle
Chicago, Illinois



"FAST FACT:

80% OF ALL SMOKERS BEGAN BEFORE THEIR 18TH BIRTHDAY. MOST OF THEM WISH THEY COULD QUIT. BREAKING AN ADDICTION TO NICOTINE IS VERY DIFFICULT.

WEB OF TRUTH

Don't get caught in the Tobacco Industry's web of lies. Log on to these sites to learn the truth about tobacco products.

Check out the American Lung Association's Smoking and Teens section to read the latest news and stats about tobacco.

www.lungusa.org

Learn about the toll of Tobacco in your own state and how the Tobacco industry's advertising from the leading advocacy organization working to reduce tobacco use.

www.tobaccofreekids.org

Packed full of information on tobacco and nicotine as well as sources to help you quit, all from the United States' largest nonprofit public health organization.

www.truthinitiative.org

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