

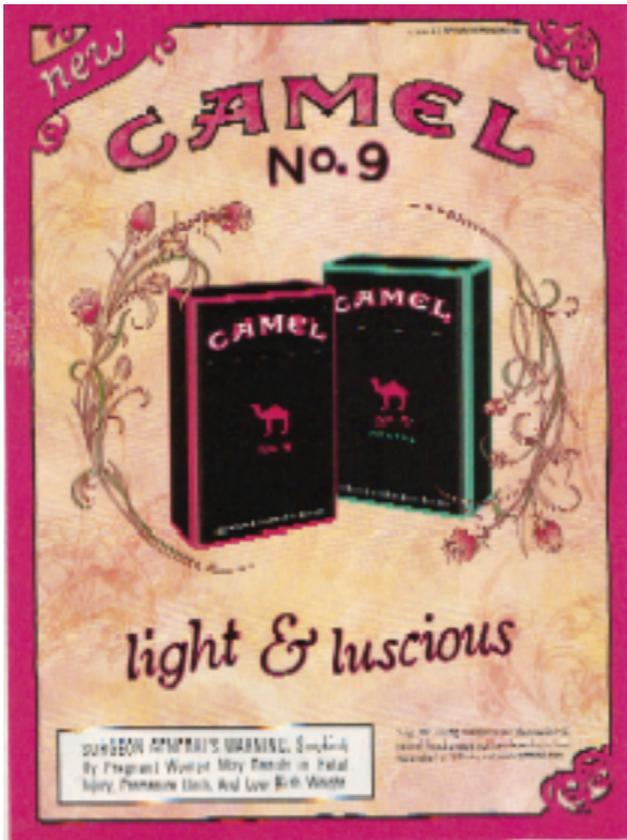
# ***R.J. Reynolds Camel No. 9***



**It comes in a shiny black box with flowery hot pink or teal borders. Camel No. 9, the name says in lettering that looks suspiciously like that of a famous perfume. "Light and luscious" reads the enticing slogan.**

**"Loathsome and lethal" would be more accurate. Camel No. 9 cigarettes, introduced in January 2007 by the R.J. Reynolds Tobacco Company (RJR), are the latest entry in Big Tobacco's long history of marketing cigarettes to women and girls. The result has been devastating for women's health.**

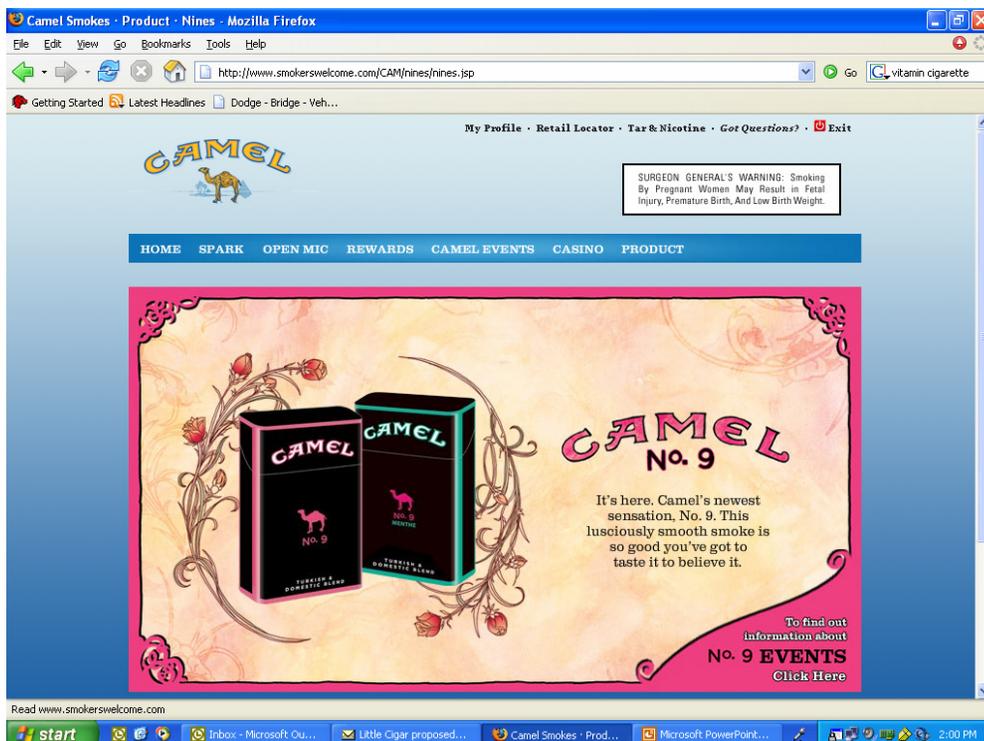
**While RJR claims that it is marketing only to women, its advertising and promotions tell a different story. Slick ads for Camel No. 9 have run in magazines popular with girls, including *Vogue*, *Glamour*, *Cosmopolitan*, *Marie Claire* and *InStyle*. Promotional giveaways include berry lip balm, cell phone jewelry, cute little purses and wristbands, all in hot pink. As the Oregonian newspaper put it, the company that once marketed to kids with the Joe Camel cartoon character is doing it again with "Barbie Camel."**



Full page ads like this one started in January 2007 appearing in the following magazines:

- *InStyle*
- *Cosmopolitan*
- *Marie Claire*
- *Vogue*
- *Elle*
- *Glamour*
- *Newsweek*
- *Lucky*

The Camel No. 9 website, inviting visitors to try this “lusciously smooth smoke”





***Angered by R.J. Reynolds' blatant targeting of girls in their Camel No. 9 advertising campaign, the Campaign for Tobacco-Free Kids asked its supporters to hold accountable the magazines that chose to run the ads. We sent 4,500 emails and 4,000 faxes before Vogue responded with "Hey—you guys bombarded us for 3 days...we got your point."***

## ***Fashion mags anger some with tobacco ads***

**JOCELYN NOVECK**  
Associated Press

**NEW YORK** - Not long ago, fax machines and e-mail inboxes at Vogue, the world's premier fashion magazine, were briefly assaulted with thousands of angry letters. Not about the latest gorgeously photographed fashion trends or beauty products in its influential pages, but about a single, colorful ad: for Camel No. 9 cigarettes.

**"If you draw income from the advertisement of tobacco," Heidi Thompson of Freeport, Ill., wrote in one letter, "you are as guilty as big tobacco companies in selling the health and future of so many of our youth in order to pad your bank accounts."**

**The letters were part of a grass roots campaign by an anti-smoking group to get Vogue to drop ads for the new, prettily packaged Camels, which they and others feel are targeted to younger women and teenagers.**

**Matthew Myers, president of the Campaign for Tobacco-Free Kids**, says that while print ads are on the decline, he's still concerned about fashion magazines, and especially the iconic Vogue, because "they have far more impact on teenage girls than almost any other written media. And that's the reason the tobacco industry is in these magazines."

**A copy of the faxes and emails sent to Vogue and the magazine's response:**

05/03/2007 14:02 FAX 212 286 8878  
Ltrc: J/3/2007

VOGUE FEATURES  
Fax No: 866-757-7634

001/001  
Page 1 / 1

May 1, 2007

Anna Wintour

Dear Ms. Anna Wintour,

Please help protect America's young girls and women from tobacco addiction and disease and stop advertising R.J. Reynolds (RJR) "light and luscious" Camel No. 9 ads. Smoking kills over 178,000 women every year. Lung cancer death rates among women increased by more than 400% between 1960 and 1990 and in 1987, lung cancer surpassed breast cancer as the leading cause of cancer death among women.

According to Cressida Lozano, vice president for marketing of the Camel brand, the introduction of Camel No. 9 is part of plans to "focus on products that are 'wow,' " and "that add fun and excitement to the category." There is nothing fun and exciting about a brand targeted towards young girls and women. Six years after the introduction of Virginia Slims and other brands aimed at the female market, the rate of smoking initiation by 12-year-old girls had increased by 110%. These increased smoking rates have led to today's deadly feminine epidemic of lung cancer.

Stop helping Big Tobacco addict a future generation of women smokers with the new Camel No. 9 campaign. Thank you for reading my fax. I look forward to learning Vogue's position on this important issue.

Sincerely,

Kimberly Goff  
310 Broad Street Apt. 6B  
Charleston, SC 29401

Hey - you guys  
bombaraded us for 3  
days... We got your  
point  
A

**After hearing about the Campaign's efforts, several members of the U.S. Congress decided to also send a letter to Vogue asking them to consider the potential health consequences to their readers of their decision to run Camel No. 9 ads. Congresswoman Lois Capps spearheaded the effort. Below is a copy of their letter...**

**Congress of the United States**

**Washington, DC 20515**

June 5, 2007

Ms. Anna Wintour  
Editor in Chief  
Vogue  
Four Times Square, 12<sup>th</sup> Floor  
New York, NY 10036

Dear Ms. Wintour:

As Members of Congress dedicated to advancing the health of women and girls, we are writing to express our concern over the marketing of tobacco products to young women through tobacco advertisements in women's magazines, such as yours.

The epidemic of smoking among teens and young women cannot be overstated. We recognize that *Vogue* is influential among the millions of young women and girls under 18 who make-up a sizeable portion of your readership. These readers look to your magazine for health advice, information on the latest trends in glamour and style. The public service your magazine provides by offering important women's health information is negated when, a few pages away, a reader finds an advertisement for a new cigarette marketed just for women.

R.J. Reynolds Tobacco Company has recently introduced a new cigarette, Camel No. 9, which is clearly aimed at young women. To our great concern, R.J. Reynolds is heavily relying on leading women's magazines, including yours, to aggressively market this deadly product to young women, including teenagers. The target audience of young women is abundantly clear from look at Camel No. 9's chic packaging, and the stylish advertisements with roses and a slogan of "light and luscious."

R.J. Reynolds claims that the target for Camel No.9 is current adult women smokers. Yet, it advertises Camel No. 9 in magazines like yours that have large numbers of teenage and other young women readers. As the tobacco companies well know, ninety percent of smokers begin before they are twenty and eighty percent begin before their eighteenth birthday. This translates into an astounding 2,000 new teen daily smokers per day. With over a thousand of their customers dying every day from tobacco-related disease, cigarette companies certainly knew their demographic when they referred to teens as "replacement smokers" in their internal documents.

The public health consequences of smoking are neither stylish nor glamorous. Smoking-related cancers kill an estimated 54,000 women each year and approximately 178,000 women die every year from all tobacco-related disease. Cigarette smoking during pregnancy increases the risk of infertility, preterm delivery, stillbirth, low birth weight, and sudden infant death syndrome. And the most staggering statistic of all – one out of three teen smokers will die prematurely of a tobacco-related disease.

The health consequences of tobacco use are too profound to be met with either complacency or complicity. As Members of Congress, we feel compelled to express our concern to you about how these advertisements are negatively contributing to our nation's public health. Your refusal to publish cigarette ads would send an unequivocal message to tobacco companies and be consistent with your magazine's long tradition of promoting women's health.

**41 Members of Congress signed the letter...**

Again, we urge you to voluntarily adopt an institutional policy of rejecting cigarette advertising aimed at young women and we look forward to further discussions with you on this matter.

Sincerely,

Spic Capra

Hilda L. Loh

Raul M. Hrijalca

Anne Davis

Margie K. Throno

Hester Ellison

Scott H. Platts

Danny J. Davis

Paul H. Wirth

Harvey Quisenberry

Carrie Brown

Patricia M. Murray

John Edwards  
Edward J. Markey

Grace S. Napolitano

Betty Sutton

Loretta Sanchez

Tom Hill

Eleanor H. Norton

Ernie L. Enge

Rosa L. DeLauro

George Miller

Carolyn B. 2nd

Henry E. Mitchell

**Press Release from the office of Congresswoman Lois Capps  
regarding her and her colleagues' letter:**

**Congresswoman Lois Capps  
23rd District of California  
[www.house.gov/capps](http://www.house.gov/capps)**

**FOR IMMEDIATE RELEASE  
December 13, 2007**

**Contact: Emily Kryder  
202-226-7747**

**Capps Appeals to Parent Companies of Women's Magazines to Drop Deceptive Ads  
for Deadly Tobacco Products**

WASHINGTON, D.C. – Led by Congresswoman Lois Capps (D-CA), Congresswoman Jan Schakowsky (D-IL) and Congresswoman Hilda Solis (D-CA), 32 House Members wrote to the parent companies of 11 leading women's magazines - *Cosmopolitan*, *Elle*, *Glamour*, *InStyle*, *Interview Magazine*, *Lucky*, *Marie Claire*, *Soap Opera Digest*, *Us Weekly*, *Vogue*, and *W*- asking them to stop accepting advertising for deadly cigarettes in the magazines that they own.

**“Since the publishers of these women's magazines apparently fail to recognize how irresponsible it is to continue aiding and abetting Big Tobacco's search for new victims, we've decided to appeal to their parent companies in the hope they have more common sense and better judgment”** said Capps, a nurse and Member of the Energy and Commerce Committee's Subcommittee on Health. **“The Camel No. 9 campaign is deceptive and dangerous, cynically targeting girls and young women with ads and giveaways that make smoking look sexy, fashionable, and glamorous. It's pathetic that these women's magazines are so hooked on Big Tobacco's money that they are willing to push a product that results in addiction and death for hundreds of thousands of Americans each year.”**

Since June of this year Capps has been working with other lawmakers, advocacy groups, and grassroots activists to halt print advertisements for all tobacco products, particularly Camel No. 9, in women's magazines. Recently, R.J. Reynolds announced it will likely not seek to run any print ads in 2008 for its products. However, R.J. Reynolds noted that this is not necessarily a permanent end to pursuing print ads and it may reassess this position during the year depending on business needs. Other tobacco companies still pursue advertisements in the same magazines.

# VOGUE

THOMAS A. FLORIO  
Publishing Director

August 7, 2007

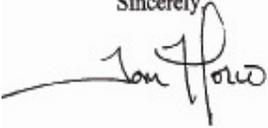
Representative Lois Capps  
Congress of the United States  
1110 Longworth House Office Building  
Washington D.C. 20515

Dear Representative Capps,

I appreciate your concern over the hazards of smoking and encourage you, as a lawmaker, to pass legislation befitting the serious health issues brought about by the extended use of tobacco products. As members of the media, we at Vogue continue to practice our right of freedom of the press, expressing our views on such topics without pressure from, or regard for, a company who may advertise in Vogue, now or in the future.

In our opinion, however, the goal of Congress should be to create legal guidelines for the marketing, distribution and sale of tobacco products, rather than to bring pressure on a magazine to forgo its legal right to conduct business as approved by the lawmakers of the United States. Any other pressure or coercion to alter the legal right of any citizen or company doing business in America is at odds with the basic fabric of our country's value system, under which the law has the voice.

Sincerely,



Cc: Anna Wintour

**“I appreciate your concern over the hazards of smoking and encourage you, as a lawmaker, to pass legislation befitting the serious health issues brought about by the extended use of tobacco products.”**



**Vogue's response to the letter sent by Lois Capps and 40 other Members of Congress**

# GLAMOUR

Cynthia Leive \* Editor-in-Chief

Congresswoman Lois Capps  
United States House of Representatives  
1110 Longworth House Office Bldg.  
Washington, DC 20515

August 2, 2007

Dear Congresswoman Capps,

Thank you for your honesty and willingness to talk about the issue of tobacco advertising a few weeks ago. *Glamour* has such respect for the work you do on women's health, and for your own commitment to fighting cancer. Your own experiences, and your work as a school nurse, give you real authority on this subject and amplify your message.

As you know, as an editor, my domain is the editorial matter of the magazine, and on that subject, I want to assure you that *Glamour* is deeply committed to women's well being. The magazine devotes a great deal of resources to covering new medical discoveries and health risks for young women. We consistently caution women on the dangers of smoking—a major feature in the August 2007 issue, "The #1 Cancer Killing Women and How to Beat It," documents the continued risks of lung cancer for young women—and have won numerous awards for our accurate, pro-woman health coverage. In 2003, the American Medical Association awarded the President's Prize for Tobacco Reporting to *Glamour* for our feature, "How to Save Your Life." (Incidentally, that prize is reserved for magazines that also run tobacco advertising, the intent being to reward independent journalism.) By publishing news about the dangers of smoking, we hope to encourage readers not to smoke or to decide to quit. But in the end, the decision of whether or not to smoke is an individual's choice and I believe the Camel ads in question do comply with the Master Tobacco Settlement Agreement.

That having been said, I respect your points, and would be happy to continue the discussion on this subject—and on any other that affects the health of American women. I look forward to our next conversation.

Yours sincerely,



Cindi Leive

Condé Nast Publications 4 Times Square New York, New York 10036

**Glamour's response to the letter sent by Lois Capps and 40 other Members of Congress**

**"I want to assure you that *Glamour* is deeply committed to women's well being."**

**"the decision of whether or not to smoke is an individual's choice and I believe the Camel ads in question do comply with the Master Tobacco Settlement Agreement."**



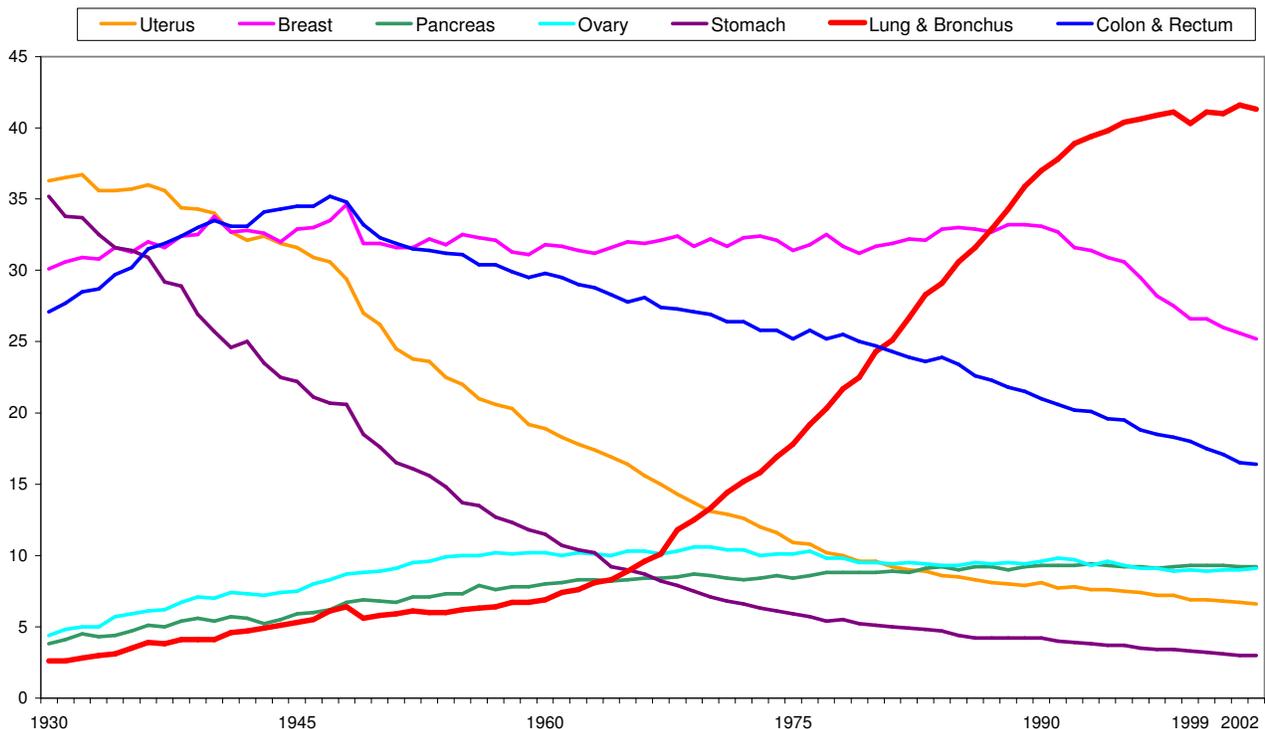
Camel No. 9 continues a long history of tobacco industry targeting of women and girls that dates back to the 1920s. In the 1960s, Philip Morris introduced the first brand specifically manufactured for women, Virginia Slims, with the marketing slogans "You've come a long way, baby," "It's a woman thing," and "Find Your Voice."

These marketing campaigns cynically equated smoking with independence, sophistication and beauty and preyed on the unique social pressures that women and girls face. Starting in the 1970s and continuing today, women have been targeted with advertising for so-called "light" and "low-tar" brands, which implied claims of reduced risk that the tobacco companies knew to be false.

As result, tobacco use takes a devastating toll on women's health:

- More than 178,000 women die of tobacco-caused diseases each year.
- Since 1987, lung cancer has been the leading cancer killer among women, surpassing breast cancer.
- Heart disease is the overall leading cause of death among women, and smoking accounts for one of every five deaths from heart disease.
- 23 percent of high school girls and 18.1 percent of women currently smoke.

Trends in Cancer Deaths Among Women, 1930-2003  
(Deaths per 100,000)



Source: US Mortality Public Use Data Tapes 1960-2003, US Mortality Volumes 1930-1959, National Center for Health Statistics, Centers for Disease Control and Prevention, 2006.

## *A Final Word...*



*RJ Reynolds, 2007.* “If a Camel light smoker sees No. 9 and she thinks it is even better for her than what’s she smoking, that’s a good thing for us because it’s making a current franchise smoker feel even better about the brand.”