

THE TRUTH

- About 1 out of every 5 deaths in the US can be attributed to tobacco products.
- \$72 billion was spent on tobacco related products by consumers in the U.S. in 1999.
- Every eight seconds, someone in the world dies due to tobacco.
- Every day about 2000 youths become daily smokers.
- Every year cigarettes leave about 31,000 kids fatherless.
- Every day about 4,400 kids age 12 to 17 try a cigarette for the first time.
- Of current smokers in the U.S., 46,000 have lung cancer from smoking.
- In 1999, one year after agreeing to stop billboard advertising, tobacco companies increased advertising spending by 33 percent in magazines with more than 15 percent youth readership.
- In 1990, 72 million bottles of a popular mineral water were voluntarily recalled because of small traces of benzene. The smoke from one pack of unfiltered cigarettes has as much benzene as 169 bottles of the contaminated water.
- How do infants avoid secondhand smoke? "At some point they begin to crawl." -- Tobacco Executive 1996
- In as little as 2 weeks nicotine changes the brains chemistry and addiction can begin.
- In 2001, tobacco companies spent about \$11 billion marketing their products. That's about \$1.5 billion more than the year before.
- In 1990, a tobacco company put together a plan to stop Coroners from listing tobacco as a cause of death on a death certificate.
- Cigarette smoke contains 69 chemical compounds that are known cause cancer.
- There are about 12,711,000 current and former smokers in the U.S. with a tobacco related disease in the.
- There are about 5,412,000 current smokers with a tobacco related disease in the U.S.

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- ➡ 1 out of 3 smokers are estimated to eventually die from a tobacco-related disease.
- ➡ Of current smokers in the U.S., 1,273,000 have emphysema from smoking.
- ➡ Over 50,000 people a year die from secondhand smoke in the US alone.
- ➡ Cigarette smoke contains the radioactive isotope Polonium-210.
- ➡ In 1989, millions of cases of imported fruit were banned after a small amount of cyanide was found in just two grapes. There's thirty-three times more cyanide in a single cigarette than was found in those two grapes.
- ➡ An internal tobacco company marketing report from 1989 said quote "We believe that most of the strong, positive images for cigarettes and smoking are created by cinema and television."
- ➡ In the mid 90's, a major tobacco company planned on boosting sales of their cigarettes by targeting a new consumer market: gays and homeless people. They called their plan Project Sub-Culture Urban Marketing. Also known as Project SCUM.
- ➡ Cigarettes will eventually kill a third of the people who use them.
- ➡ Tobacco signage is often placed at a child's eye level.
- ➡ One tobacco company developed a genetically altered tobacco with twice the addictive nicotine of regular tobacco. They code-named it "Y-1."
- ➡ In 1984, one tobacco company referred to new customers as "replacement smokers."
- ➡ Over 80 percent of all adult smokers started smoking before they turned 18.
- ➡ Tobacco companies make \$1.8 billion from under age sales.
- ➡ Pee contains urea. Some tobacco companies add urea to cigarettes.
- ➡ Tobacco companies make a product that kills 440,000 Americans a year.

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- ➡ Tobacco companies make a product that kills 1,200 Americans a day.
- ➡ 2,000 teens start smoking everyday.
- ➡ Tobacco companies make a product that kills about 50 Americans each hour.
- ➡ In the 1970s, tobacco companies started making light cigarettes by putting tiny holes in the filters to let extra air mix with the smoke. They found they could get low readings of toxic agents from FTC-type cigarette testing machines.
- ➡ In 1980, a tobacco company considered looking at itself as a "drug company."
- ➡ Cigarette smoking is the leading cause of preventable death in the U.S.
- ➡ Every 8 seconds, someone in the world dies from tobacco.
- ➡ Since 1964 there have been 12 million tobacco related deaths in the U.S.
- ➡ Smoking during pregnancy results in the deaths of about 1000 infants each year in the U.S.
- ➡ 70 percent of smokers want to quit. Only about 5 percent actually succeed every year.
- ➡ The impact of nicotine is jacked up because tobacco companies add ammonia.
- ➡ In the 1980s, tobacco companies started working on making fire-safe cigarettes. Ones that would be less likely to ignite furniture or clothing and cause fires. As of 2002, only one of the hundreds of U.S. cigarette brands uses fire safe technology, and cigarettes are still the number one cause of fire-related deaths.
- ➡ Every year, 95 percent of people who try to stop smoking are not successful.
- ➡ In the US, smoking causes about 445 new cases of lung cancer every day.
- ➡ Tobacco kills more Americans than AIDS, drugs, homicides, fires, and auto accidents combined.
- ➡ Cigarette smoke contains benzene, carbon monoxide, arsenic, hydrogen cyanide and polonium 210.