



**WARNING**

**This is what  
dying of  
lung cancer  
looks like.**

**Barb Tarbox died at 42 of  
lung cancer caused by smoking.**

**You can quit. We can help.  
1-888-888-8888  
[internet/url.ca](http://internet.url.ca)**

## **AND THROAT CANCER**

Health Authority Warning



**MOUTH CANCER**

**Quitline  
131 848**

Smoking is the major cause of cancers affecting the mouth and throat. These cancers can result in extensive surgery, problems in eating and swallowing, speech problems and permanent disfigurement.

You CAN quit smoking. Call **Quitline 131 848**, talk to your doctor or pharmacist, or visit [www.quitnowinfo.ca](http://www.quitnowinfo.ca)

**WARNING:**  
Cigarettes  
are  
addictive.



# SMOKING CAUSES HEART DISEASE

Health Authority Warning



HEART BYPASS OPERATION

Smoking narrows the arteries to your heart causing them to become blocked. This can cause heart attacks and death. Smoking can double your risk of dying from a heart attack.

You CAN quit smoking. Call **Quitline** 131 848, talk to your doctor or pharmacist, or visit [www.quitnow.info.au](http://www.quitnow.info.au)



**WARNING:** Cigarettes  
cause fatal lung disease.





**WARNING**

# ORAL CANCER

These white spots are a form of oral cancer caused primarily by smoking. Even if you survive, you may lose part or all of your tongue.

Need help to quit?  
1-866-366-3667  
[gosmokefree.gc.ca/quit](http://gosmokefree.gc.ca/quit)

Health Canada

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CLOSE X



吸煙足以致命

<p><b>SMOKING CAUSES PERIPHERAL VASCULAR DISEASE</b> Health Authority Warning</p>  <p>GANGRENE</p> <p>Smoking damages your blood vessels, which can prevent blood circulation, particularly to your legs or feet. This can result in blood clots, infection, gangrene, even amputation.</p> <p>You CAN quit smoking. Call <b>Quitline 131 848</b>, talk to your doctor or pharmacist, or visit <a href="http://www.quitnow.info.au">www.quitnow.info.au</a></p>	<p><b>SMOKING CAUSES EMPHYSEMA</b> Health Authority Warning</p>  <p>HEALTHY LUNG      EMPHYSEMA</p> <p>Emphysema is a disease where the air sacs in the lungs are gradually destroyed, making it hard to breathe. Sufferers describe it as a living, breathing hell. Nearly all emphysema is caused by tobacco smoking.</p> <p>You CAN quit smoking. Call <b>Quitline 131 848</b>, talk to your doctor or pharmacist, or visit <a href="http://www.quitnow.info.au">www.quitnow.info.au</a></p>	<p><b>SMOKING CAUSES MOUTH AND THROAT CANCER</b> Health Authority Warning</p>  <p>MOUTH CANCER</p> <p>Smoking is the major cause of cancers affecting the mouth and throat. These cancers can result in extensive surgery, problems in eating and swallowing, speech problems and permanent disfigurement.</p> <p>You CAN quit smoking. Call <b>Quitline 131 848</b>, talk to your doctor or pharmacist, or visit <a href="http://www.quitnow.info.au">www.quitnow.info.au</a></p>
<p><b>DON'T LET CHILDREN BREATHE YOUR SMOKE</b> Health Authority Warning</p>  <p>Children exposed to passive smoking experience more serious illnesses such as pneumonia, middle ear infections and asthma attacks. Babies exposed to passive smoking are at a greater risk of SIDS (Sudden Infant Death Syndrome).</p> <p>You CAN quit smoking. Call <b>Quitline 131 848</b>, talk to your doctor or pharmacist, or visit <a href="http://www.quitnow.info.au">www.quitnow.info.au</a></p>	<p><b>SMOKING – A LEADING CAUSE OF DEATH</b> Health Authority Warning</p>  <p><b>TOBACCO – 19,019</b></p> <p>Alcohol - 2,831 Motor Vehicle Accidents - 1,731 Illegal Drugs - 863 Murders - 203</p> <p>CAUSES OF DEATH IN AUSTRALIA*</p> <p>Smoking causes more deaths than murder, illegal drugs, motor vehicle accidents and alcohol combined. Smokers not only live shorter lives, they also live more years with disabling health problems.</p> <p>You CAN quit smoking. Call <b>Quitline 131 848</b>, talk to your doctor or pharmacist, or visit <a href="http://www.quitnow.info.au">www.quitnow.info.au</a></p> <p>*Source: AIHW Quantification of drug caused mortality and morbidity in Australia, 1998 and ABS Causes of Death, 1998.</p>	<p><b>SMOKING HARMS UNBORN BABIES</b> Health Authority Warning</p>  <p>Smoking during pregnancy reduces the flow of blood in the placenta and limits the oxygen and nutrients that reach the growing baby. This increases the risk of miscarriage, stillbirth, premature birth, complications during birth or the baby having a smaller brain and body.</p> <p>You CAN quit smoking. Call <b>Quitline 131 848</b>, talk to your doctor or pharmacist, or visit <a href="http://www.quitnow.info.au">www.quitnow.info.au</a></p>

SMOKING KEEPS TOBACCO COMPANY EXECUTIVES RICH – THEY DO NOT CARE ABOUT THEIR CLIENTS.

SMOKING KILLS ONE IN EVERY TWO OF ITS USERS.

"We don't smoke that shit, we just sell it. We reserve that right for the young, the poor, the black and the stupid."  
- R.J. Reynolds, as quoted in The Times of London, 02 August 1992

"[I]f our company is to strive and prosper, over the long term we must get our share of the youth market.... Thus we need new brands designed to be particularly attractive to the young smoker,"  
- R.J. Reynolds, 1973 Bates No. 505101981-1992

"It is important to know as much as possible about teenage smoking patterns and attitudes. Today's teenager is tomorrow's potential regular customer..."  
- Philip Morris, 1981 Bates No. 1000390803

"If you are really and truly not going to sell to children, you are going to be out of business in 30 years."  
- Bennett LeBow, CEO of Brook Group Ltd. makers of Lark and L&M cigarettes

"Younger adult smokers are the only source of replacement smokers...If younger adults turn away from smoking, the industry must decline".  
- R.J.Reynolds, February 29, 1984

"We will accept a no-smoking 'policy' bill for elevators if you need to pass something."  
- Philip Morris, 1987 Bates No. 2050864094-97

"We strongly oppose warning labels on cigarette packs for several reasons: first and foremost, warning labels may improperly imply that it has been scientifically established that smoking causes disease."  
- R.J. Reynolds, South China Morning Post, January 1999

"[Brown & Williamson] will not support a youth smoking program which discourages young people from smoking."  
- Tobacco Institute Memo, 1983

"We have been asked by our client to come up with a package design... a design that's attractive to kids."  
- Letter from Lorillard's (Newports) ad agency, 1970

Terrence Sullivan, a sales representative for R.J. Reynolds, says, "We were targeting kids, and I said at the time it was unethical and maybe illegal. But I was told it was just company policy." Sullivan remembers someone asking who exactly were the young people that R.J. Reynolds was targeting – junior high school kids or even younger? The reply was: "They got lips? We want them."  
- R.J. Reynolds, 1990  
Quoted in P.J. Hilt's Smokescreen - The Truth Behind the Tobacco Industry Cover-up, 1996

"We wonder whether such children [who display hyper kinetic behavior] may not eventually become cigarette smokers in their teenage years as they discover the advantage of self-stimulation via nicotine. We have already collaborated with a local school system in identifying some such children in the third grade."  
- William Dunn, Phillip Morris, from a memo reporting on a company-sponsored study, June 10, 1974

"Smoking a cigarette for the beginner is a symbolic act... "I am no longer my mother's child, I'm tough, I am an adventurer, I'm not square... As the force from the psychological symbolism subsides, the pharmacological effect takes over to sustain the habit."  
- 1969 draft report "Why One Smokes" to the PM board of directors prepared by Osdene's department. Document bates N. 1003287836.

"The ability to attract new smokers and develop them into a young adult franchise is key to brand development."  
- 1999 Philip Morris report, "Five-Year Trends 1988-1992." Bates No. 2044895379/484

"Cigarettes are no more addictive than gummi bears."  
- James Morgan, CEO Philip Morris Tobacco, 1997