

"NICOTINE IS NOT ADDICTIVE"

"CIGARETTES DON'T CAUSE CANCER."

"WE'VE STOPPED
MARKETING TO KIDS."



Big Tobacco's been caught lying. Again. A California judge just found R.J. Reynolds guilty of illegally marketing to kids. In fact, Big Tobacco has increased marketing by 42 percent since they promised to stop targeting kids in the 1998 state tobacco settlement. They're spending \$26 million a day to hook new customers and replace the thousands who die each year. They know 9 in 10 regular smokers start as kids.

And there's plenty more in Big Tobacco's pack of lies... they're *still* making false claims about "safer" cigarettes, *still* fighting measures proven to reduce youth smoking and *still* hooking 2,000 kids a day. It's time to stop Big Tobacco... for good.

**WE NEED FDA REGULATION OF TOBACCO
BECAUSE BIG TOBACCO JUST WON'T QUIT**

CAMPAIGN for TOBACCO-FREE Kids