



University of California  
San Francisco

UCSF School  
of Medicine

Center for Tobacco  
Control Research and  
Education

# The Future of Smoking: The Changing Context of Smoking Cessation

Pamela M Ling, MD MPH

Division of General Internal Medicine  
Department of Medicine

Integrated Care Conference Keynote  
October 26, 2017

- I have no financial interests to disclose
- This presentation includes product advertisements for educational purposes
- I do not endorse the use of any of these products

# Thanks to ...

- Stan Glantz
- Tor Neilands
- Nadra Lisha
- Danielle Ramo
- Nicolas Sheon
- Bonnie Halpern-Felsher
- Janice Tsoh
- Sarah Rosen
- Stacey Anderson
- Nan Jiang
- Youn OK Lee
- Rachel Grana
- Emily McDonald
- Lucy Popova
- Sara Kalkhoran
- Amanda Fallin
- Louisa Holmes
- Johannes Thrul
- Cati Brown-Johnson



- Sohrab Sidhu
- Tracey Maruyama
- Rachel Barry
- Yogi Hendlin
  
- Jeff Jordan
- Jenny Kondrasky
- Andrew Ermlick
- Tyler Janssen



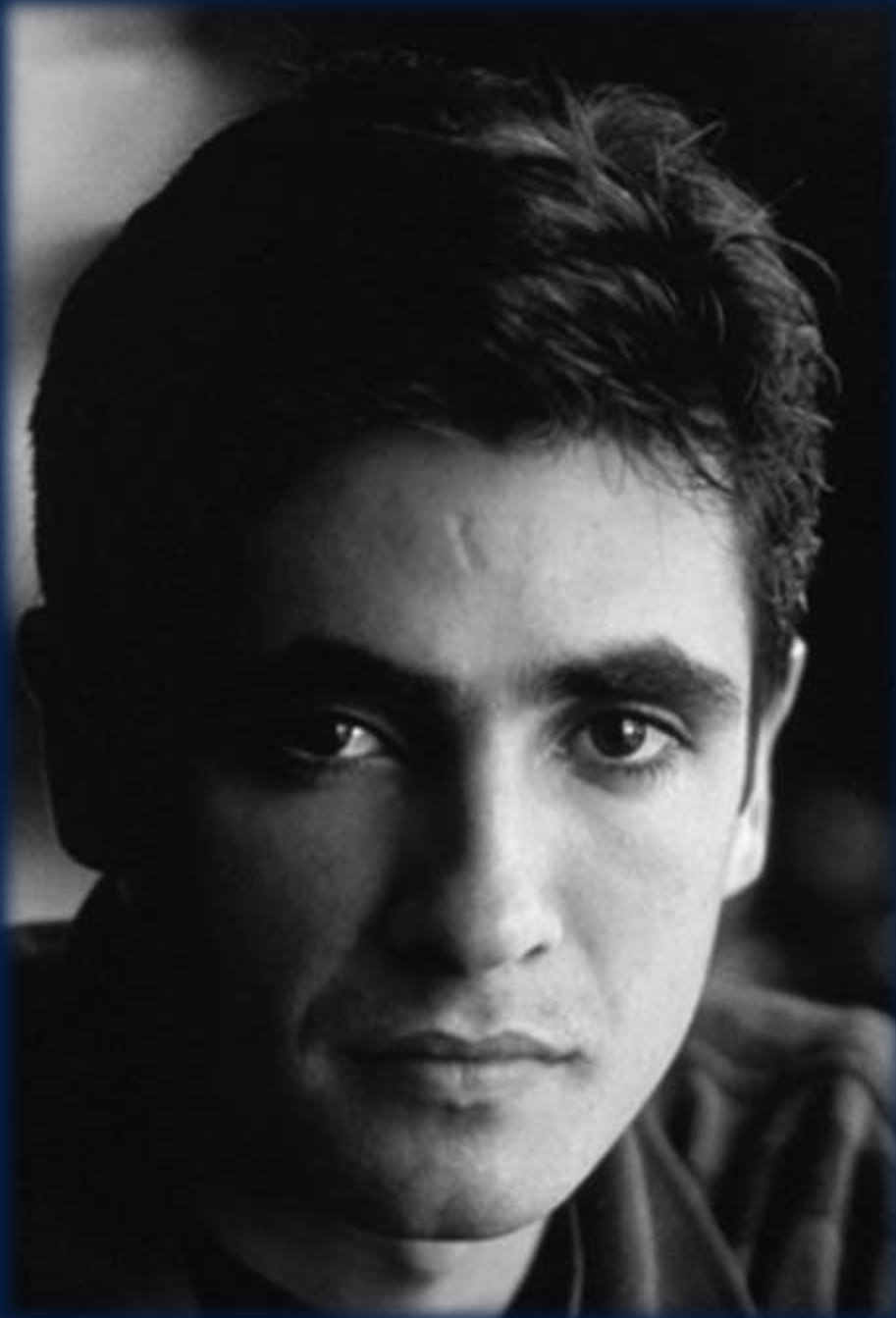


MTV's *The Real World*

# THE REAL WORLD

**INSIDE:**  
Your chance to join the cast of next year's *Real World*! (A *Real World* application form enclosed!) Really!

*Written by Hellary Johnson + Nancy Rommelmann*



“If you want to reach me as a young gay man, and especially a young gay man of color, then you need to give me information in a vocabulary I can understand and relate to.”

Photo: Ken Probst



SAN FRANCISCO GENERAL HOSPITAL  
MEDICAL CENTER

HOSPITAL ENTRANCE

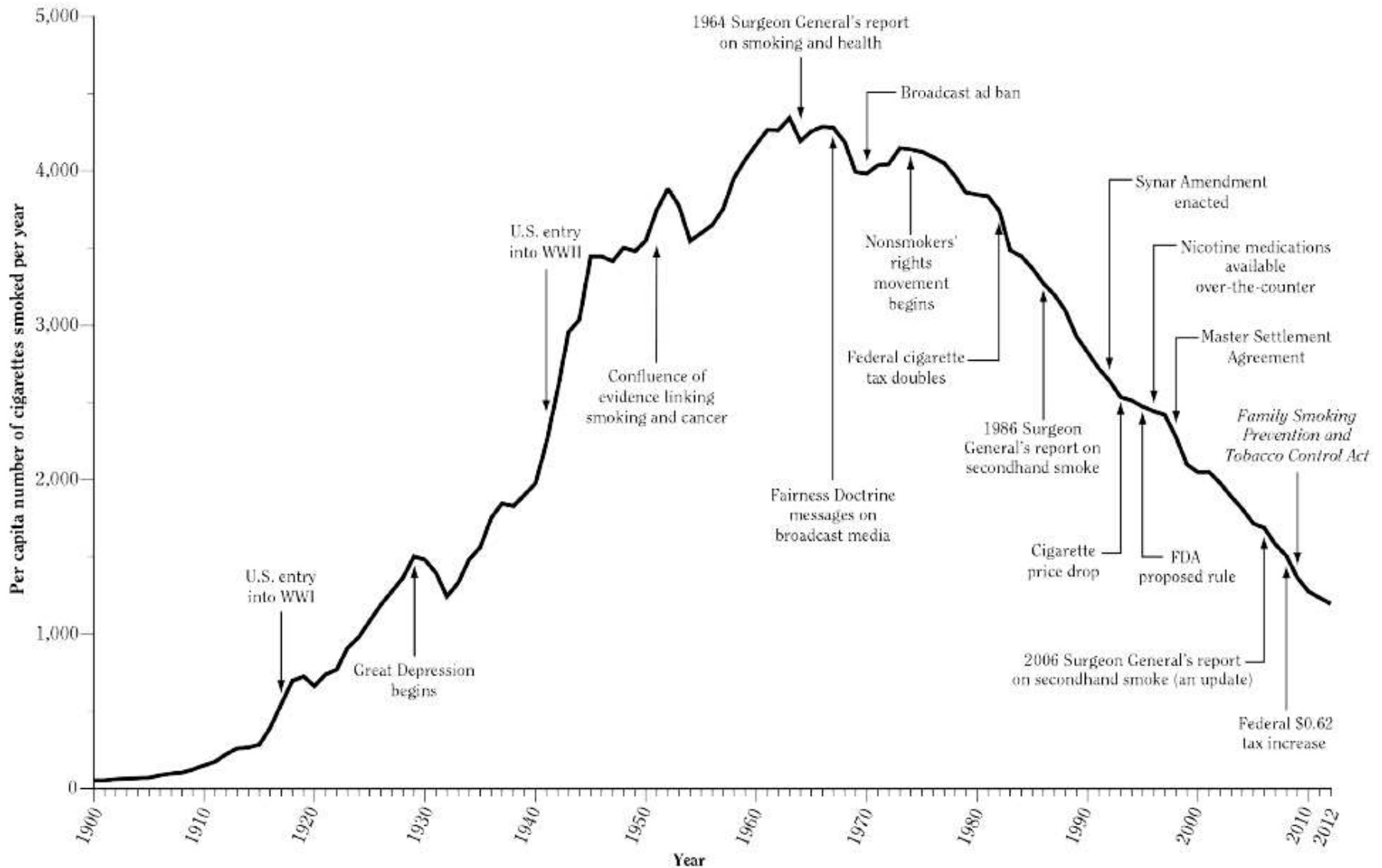
Photo: Richard Castro



2-FOR-1  
COCKTAILS  
EVERY  
THURSDAY

**maw** Photography  
facebook.com/matty4unet

# Cigarette Consumption USA 1900-2012

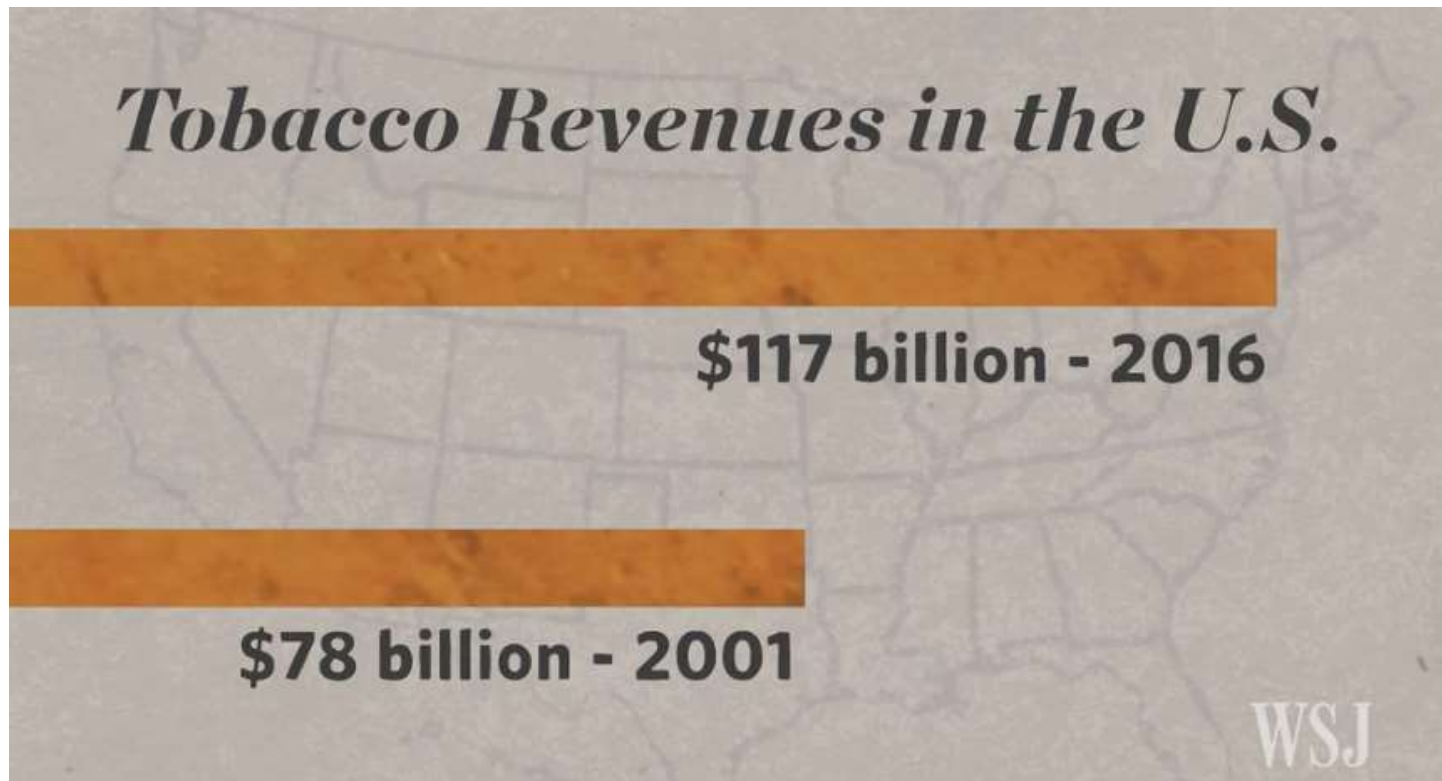




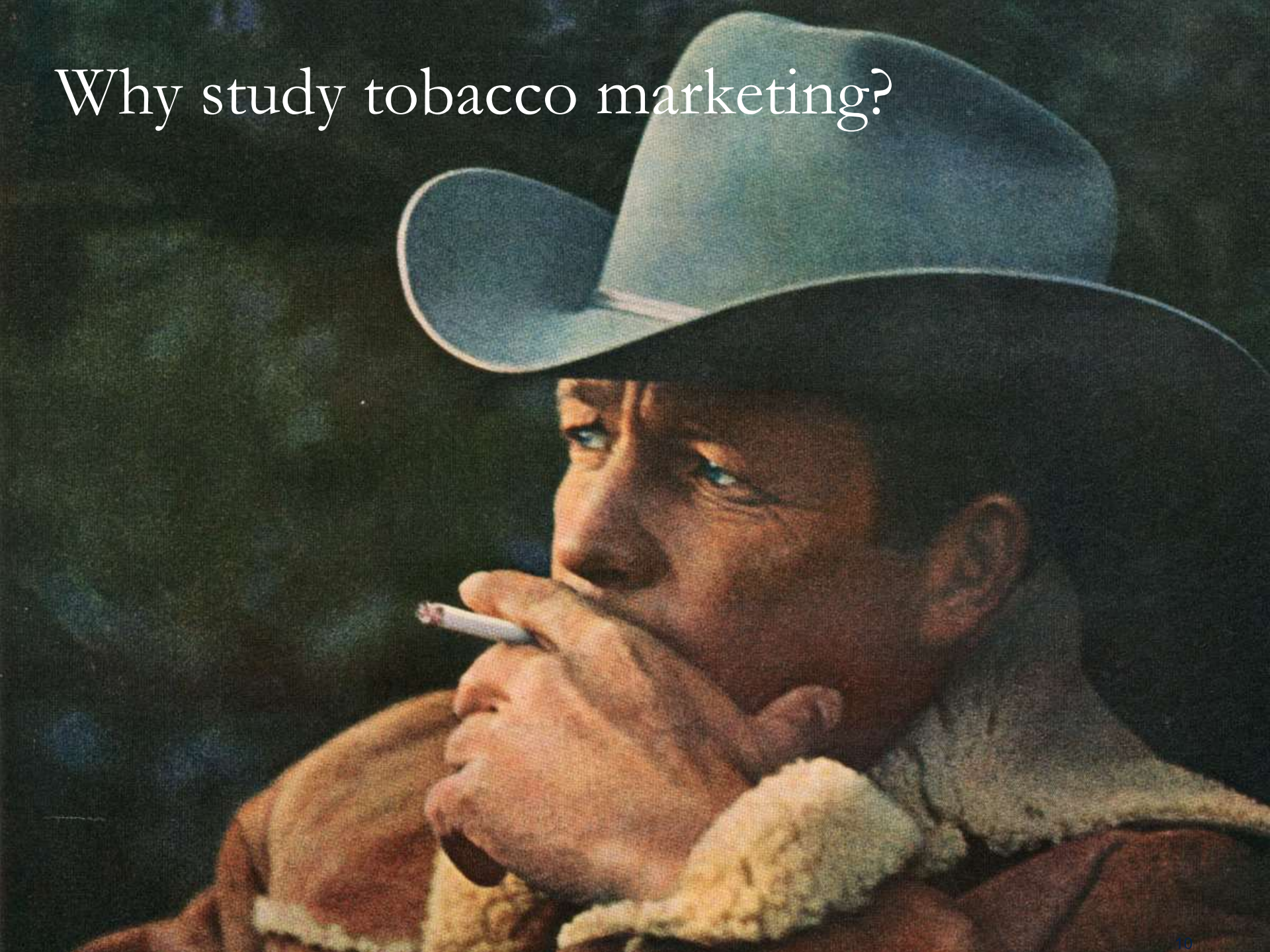
BUSINESS

## Against All Odds, the U.S. Tobacco Industry Is Rolling in Money

Profits are booming, despite government regulation, huge legal settlements and fewer smokers



Why study tobacco marketing?



# industrydocuments.library.ucsf.edu/tobacco

University of California, San Francisco

ALL INDUSTRIES

TOBACCO

DRUG

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 TRUTH TOBACCO INDUSTRY DOCUMENTS

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Collections ▾

An archive of 14 million documents created by tobacco companies about their advertising, manufacturing, marketing, scientific research and political activities, hosted by the UCSF Library and Center for Knowledge Management.

SEARCH

GUIDED SEARCH

CLEAR

SEARCH

Hide Restricted Documents

Hide Folders

Hide Possible Duplicates


What can I search for?

Tips for better results

## Search Options ▾

Document Date Ranges *(no dates selected)* >

Tobacco Collections *(all tobacco collections selected)* >

 UCSF LIBRARY and Center for Knowledge Management

 truth initiative  
IMPROVING TOBACCO RESEARCH SINCE 1992

Home


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First with the finest cigarettes...through Lorillard research



Bob Davis:

August 30, 1978  
Please draft a reply for me by 9/11 -

TO: Mr. Curtis Judge  
FROM: T. L. Achey - Field 3  
SUBJECT: Product Information

Thanks -  
BHF  
9/6

Mr. Judge, if you will look at my Sales figures (attached), you will note that NEWPORT KING SIZE is the #1 selling Lorillard brand, and NEWPORT BOX the #6 selling Lorillard brand in Field 3

The success of NEWPORT has been fantastic during the past few years. Our profile taken locally shows this brand being purchased by black people (all ages), young adults (usually college age), but the base of our business is the high school student.

60's and 70's. It is the "In" brand to smoke if you want to be one of the group.

Our problem is the younger consumer that does not desire a menthol cigarette. If that person desires a non-menthol, but wants to be part of the "In group", he goes to Marlboro.

✓ Could we be furnishing a back-lash to Marlboro from our NEWPORT brands?

✓ Is Marlboro as strong with the early beginning consumers as the NEWPORT brands?

Could we end the success story for Marlboro by furnishing the young adult consumers with a total category of "In" brands?

I think the time is right to develop a NEWPORT NATURAL (non-menthol) cigarette to attract the young adult consumer desiring a non-menthol product. We have a solid base with NEWPORT and I foresee much success with the name of NEWPORT on new packaging.

03537131



**DEMOGRAPHICS**

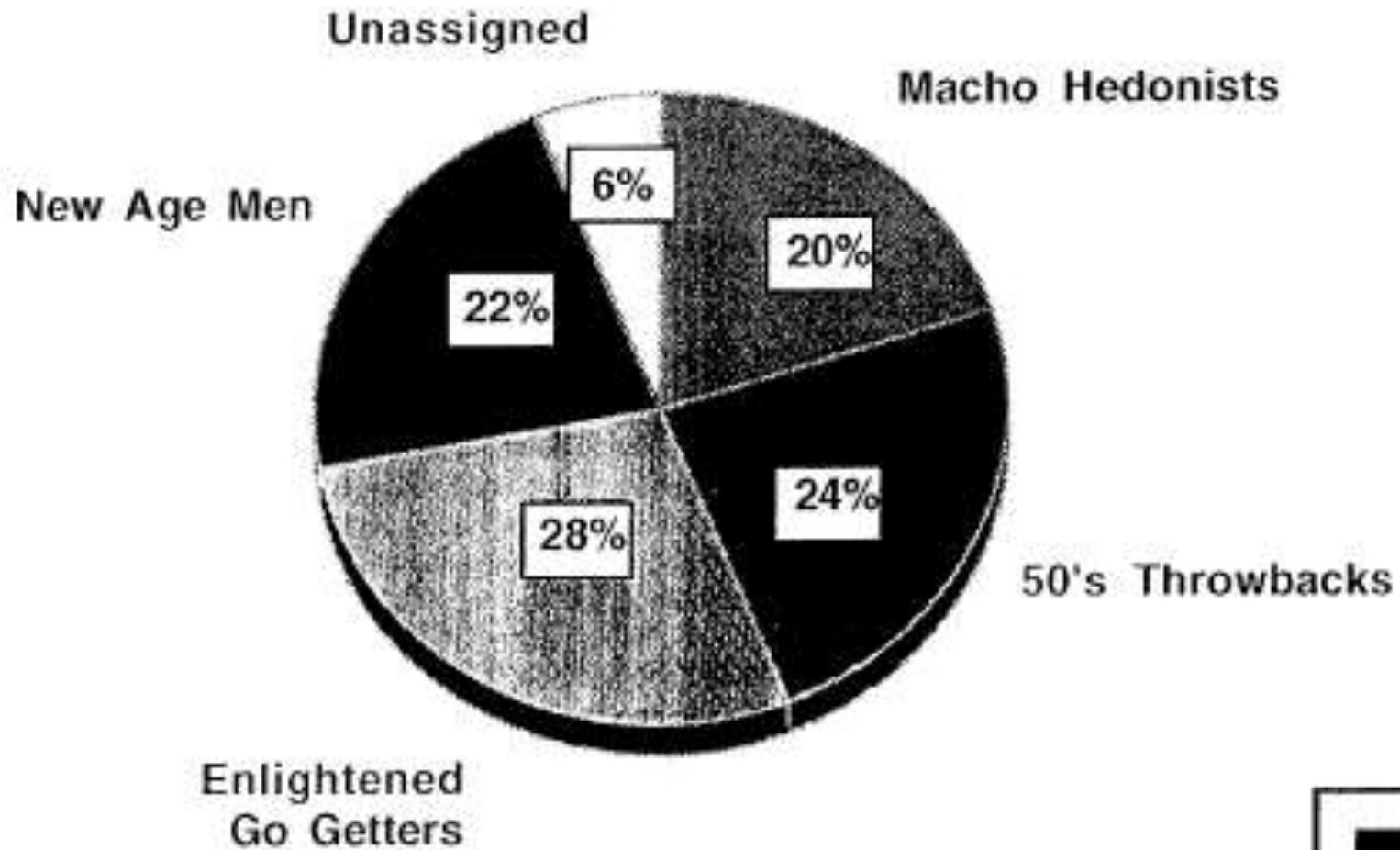
**VS**



**PSYCHOGRAPHICS**

<http://www.mediavisioninteractive.com>

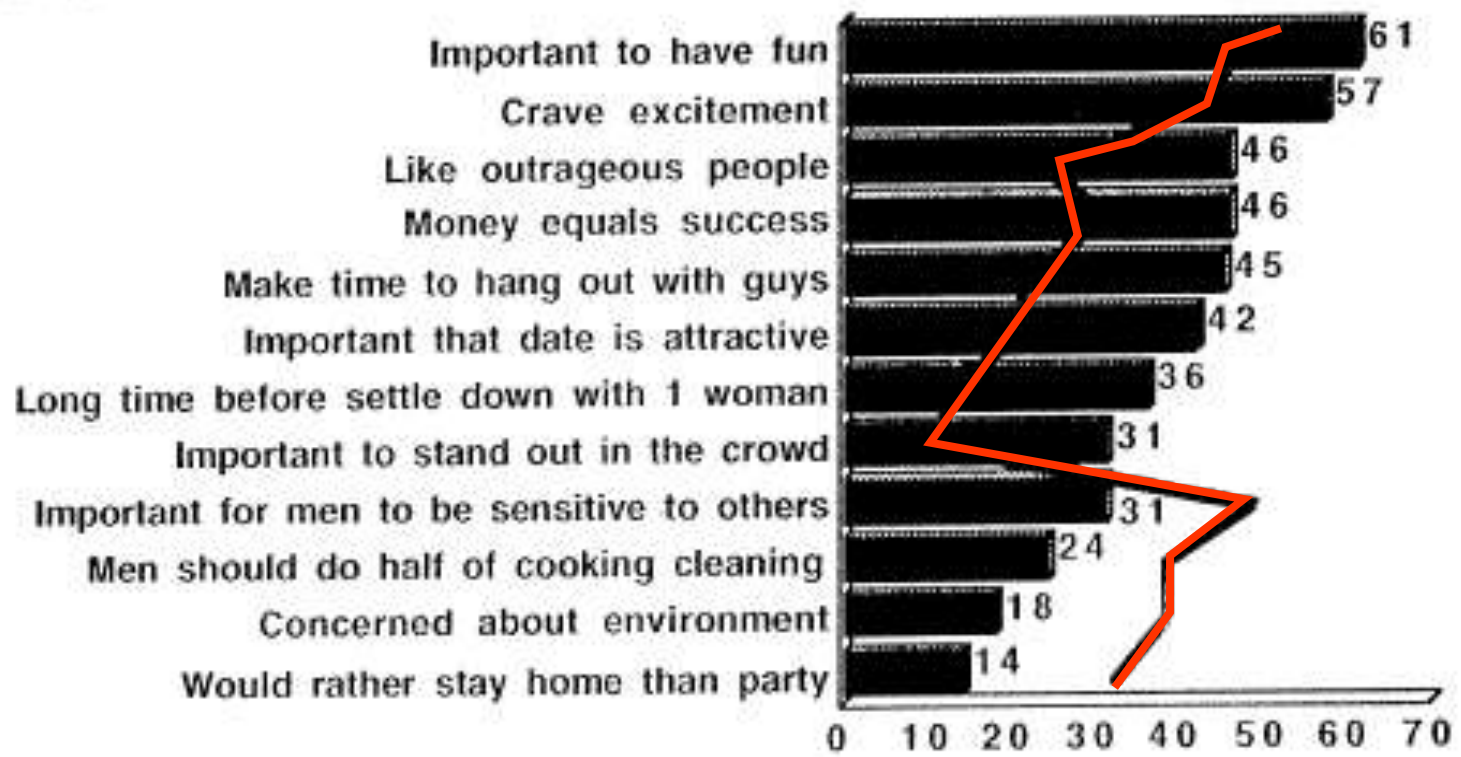
# Male Segments





# Macho Hedonists - 20%

## Attitudes/Goals



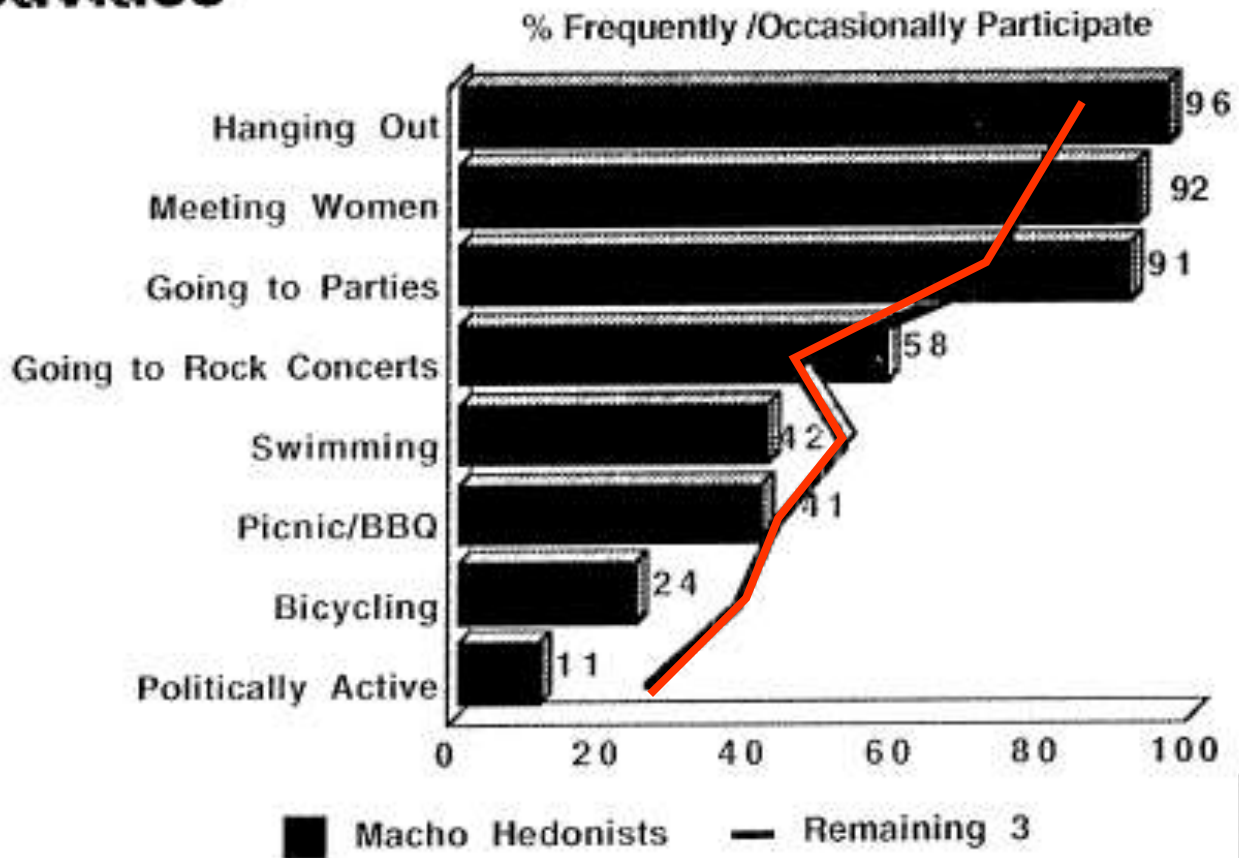
■ Macho Hedonists    — Remaining 3





# Macho Hedonists - 20%

## Activities

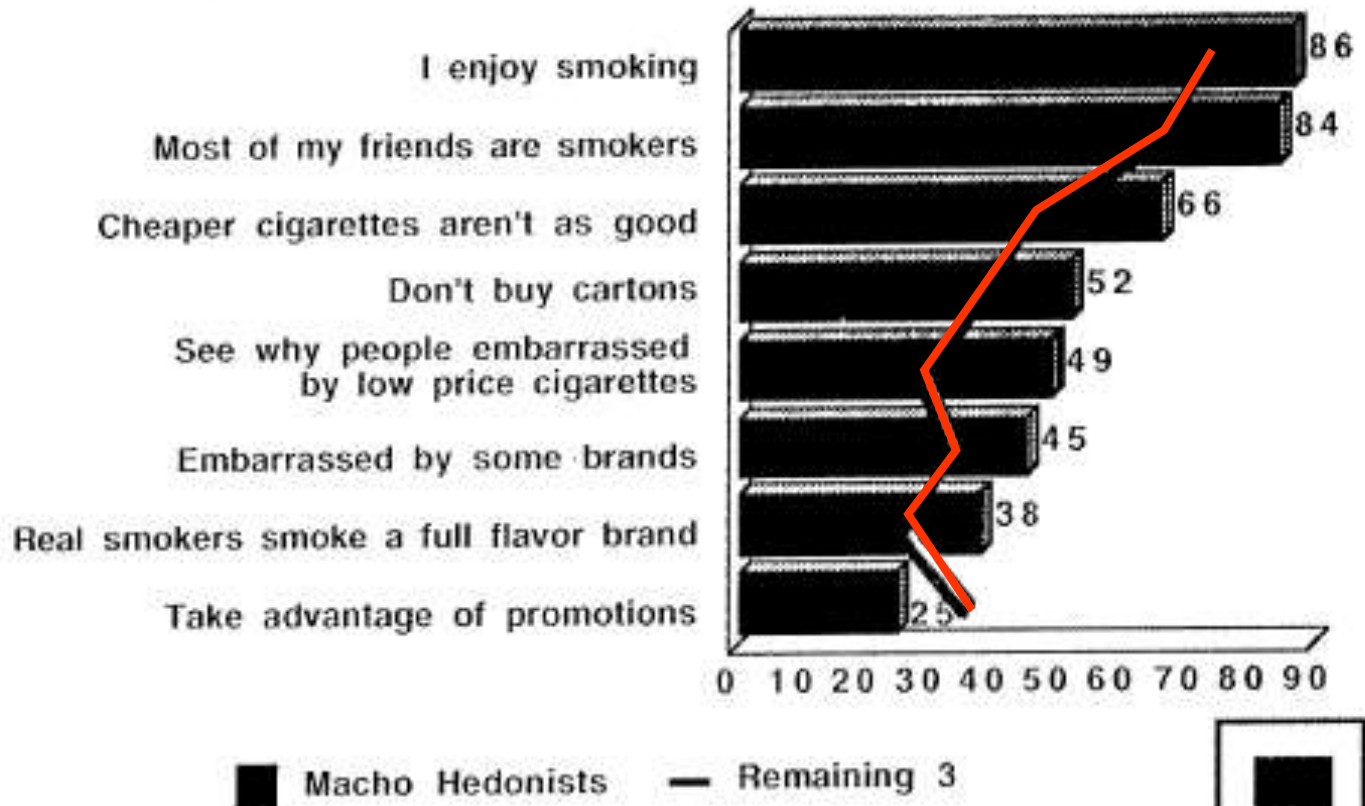






# Macho Hedonists - 20%

## Smoking attitudes



**SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.**

© 2004 Philip Morris Inc. All rights reserved. PM USA.

The amount of "tar" and nicotine you inhale will vary depending on how you smoke the cigarette.

For more information about PM USA, its products,  
or quitting smoking, visit [www.philipmorrisusa.com](http://www.philipmorrisusa.com).

© Philip Morris USA 2004. 97340-01



MARLBORO

LIGHTS



[http://tobaccodocuments.org/pollay\\_ads/Came20.04.html](http://tobaccodocuments.org/pollay_ads/Came20.04.html)



## **50's Throwbacks - 24%**

### **People Socialize With**

• Average/everyday people

• Parents

• Not Sexy, Flirtatious

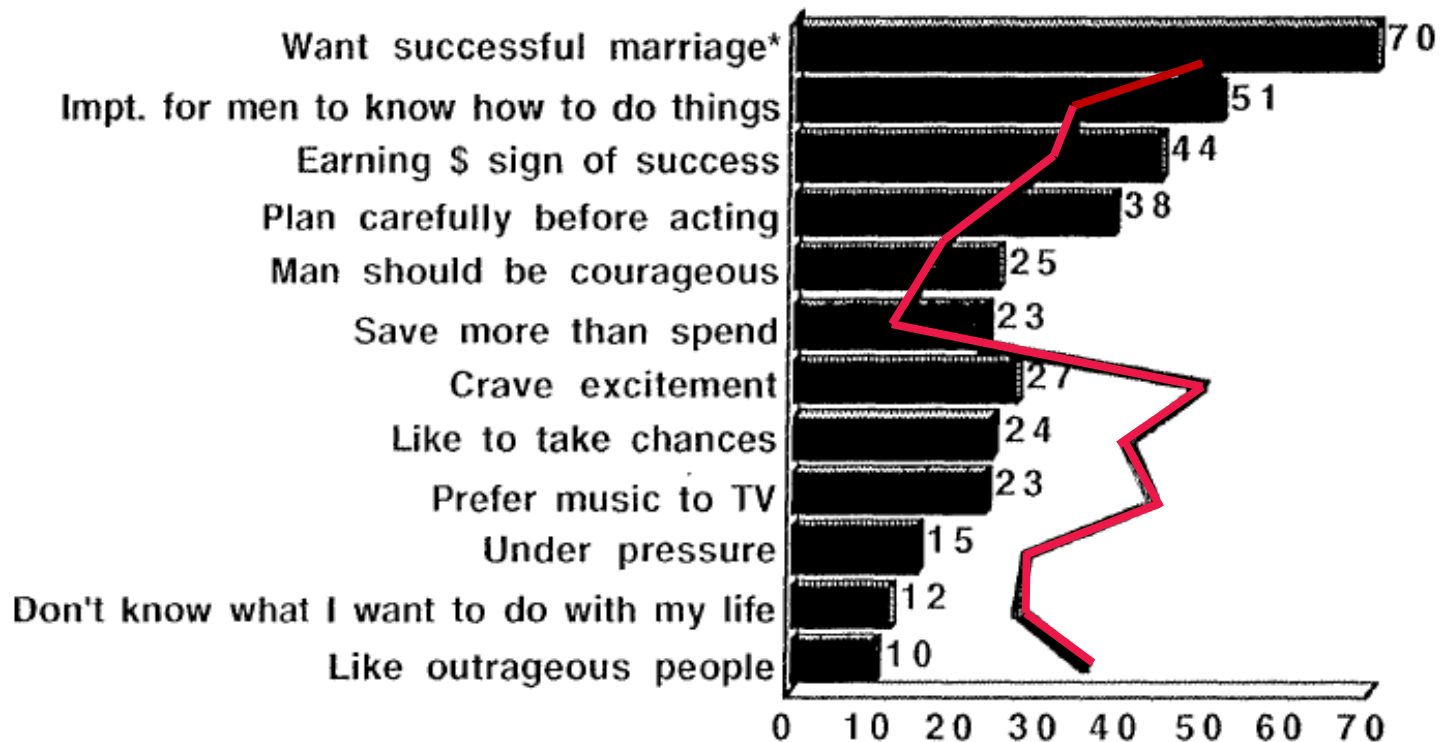
• Not Troublemakers, Rebellious





# 50's Throwbacks - 24%

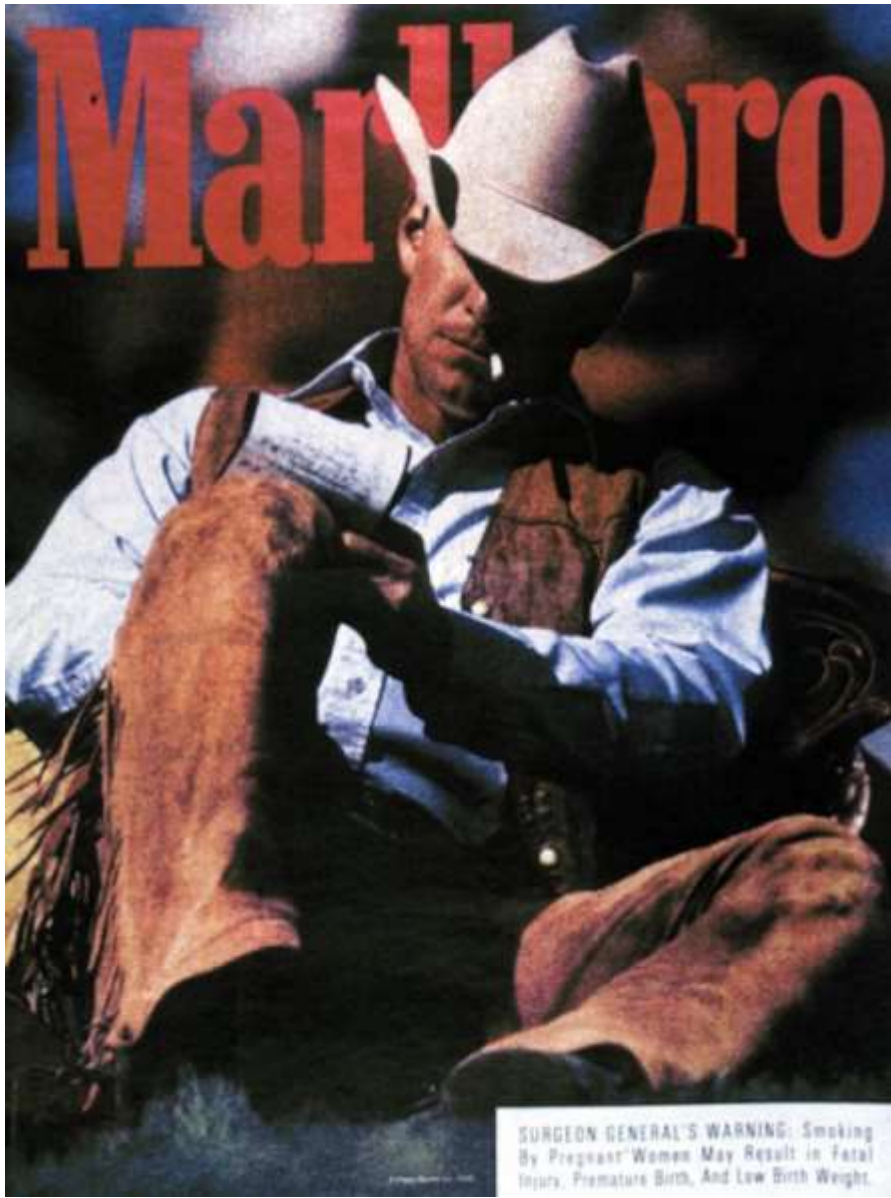
## Attitudes/Goals



■ 50's Throwbacks — Remaining 3

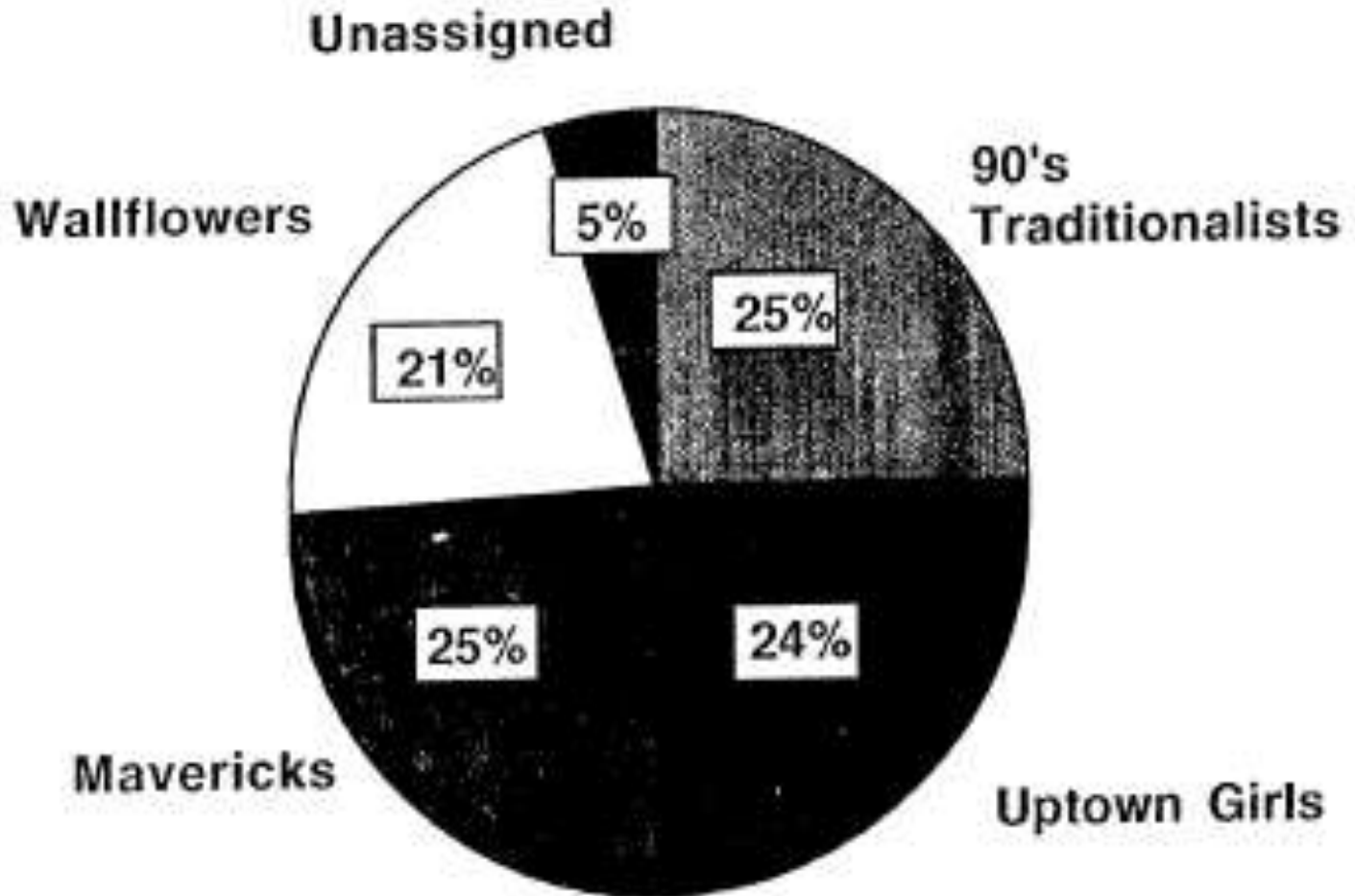
\*From "Concerns" section of questionnaire







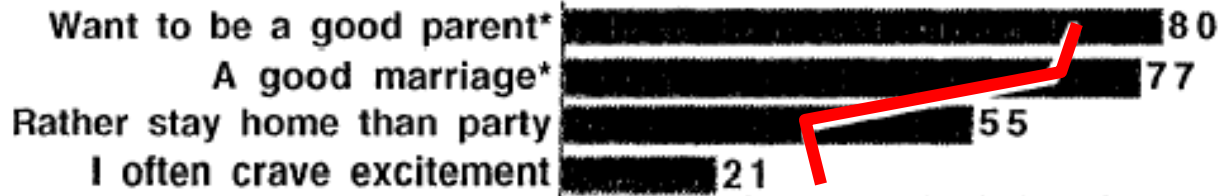
# Female Segments





# 90's Traditionalists - 25%

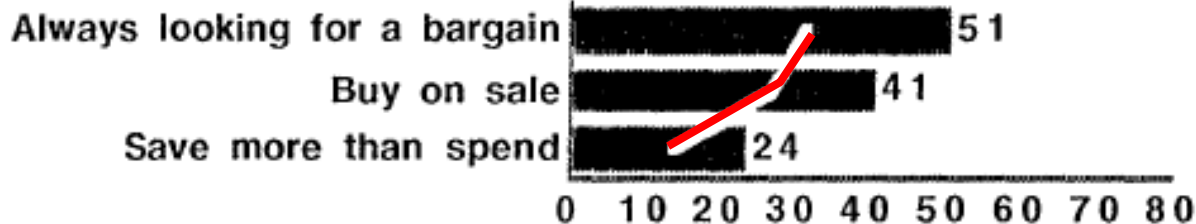
## Traditional goals



## Contemporary ideas



## Bargain hunters





# 1976: Coupons with foodstamps

- Coupons in manila envelope distributed with foodstamps
- RJ Reynolds wanted to be embedded with other industry coupons (e.g., Campbell's soup)
- RJ Reynolds had concerns that other people might perceive RJR as unethical:

6) Cigarettes cannot be purchased with food stamps. Some objections may arise due to the moral/ethical problems of inducing poor people to buy cigarettes with the little money they do have. It may also be



Women who are currently inundated with responsibilities and demands of others—spouses, children, work, and home responsibilities—were especially apt to be strongly attracted to this imagery of a woman alone, pleasuring herself.

# African American women according to RJ Reynolds (1985)

## GENERAL IMPRESSIONS OF 18-24 BLACK FEMALE LIVES

**SINGLE PARENT**

- SINGLE PARENT
- UNEMPLOYED/ON WELFARE

**UNEMPLOYED/ON WELFARE**

- LIVE WITH MOTHER/GRANDMOTHER/SISTER
- SPEND ALMOST ALL TIME AT HOME

**LIVE WITH MOTHER/GRANDMOTHER/SISTER**

- RAISING KIDS
- WATCHING T.V.
- SLEEPING

- USE EXTRA MONEY TO
- FOR CHANGE OF PACE

**USE EXTRA MONEY TO SHOP FOR CLOTHES**

- ARE VERY FAMILY-ORIENTED (MOTHER) AND RELY ON FAMILY FOR ECONOMIC AND EMOTIONAL SUPPORT.

# Targeting African American women

- Luxury
- Alternative advertising and branding
- Smaller packs
- Lowering costs at retail
- Menthol

Welcome to the first cookbook from Virginia Slims

# *The Lady had Seconds*

24 gorgeous desserts that will have  
your guests asking for seconds before  
they've even finished with their firsts.

*Enjoy.*



# KOOL

PLAY ON THE HOUSE™

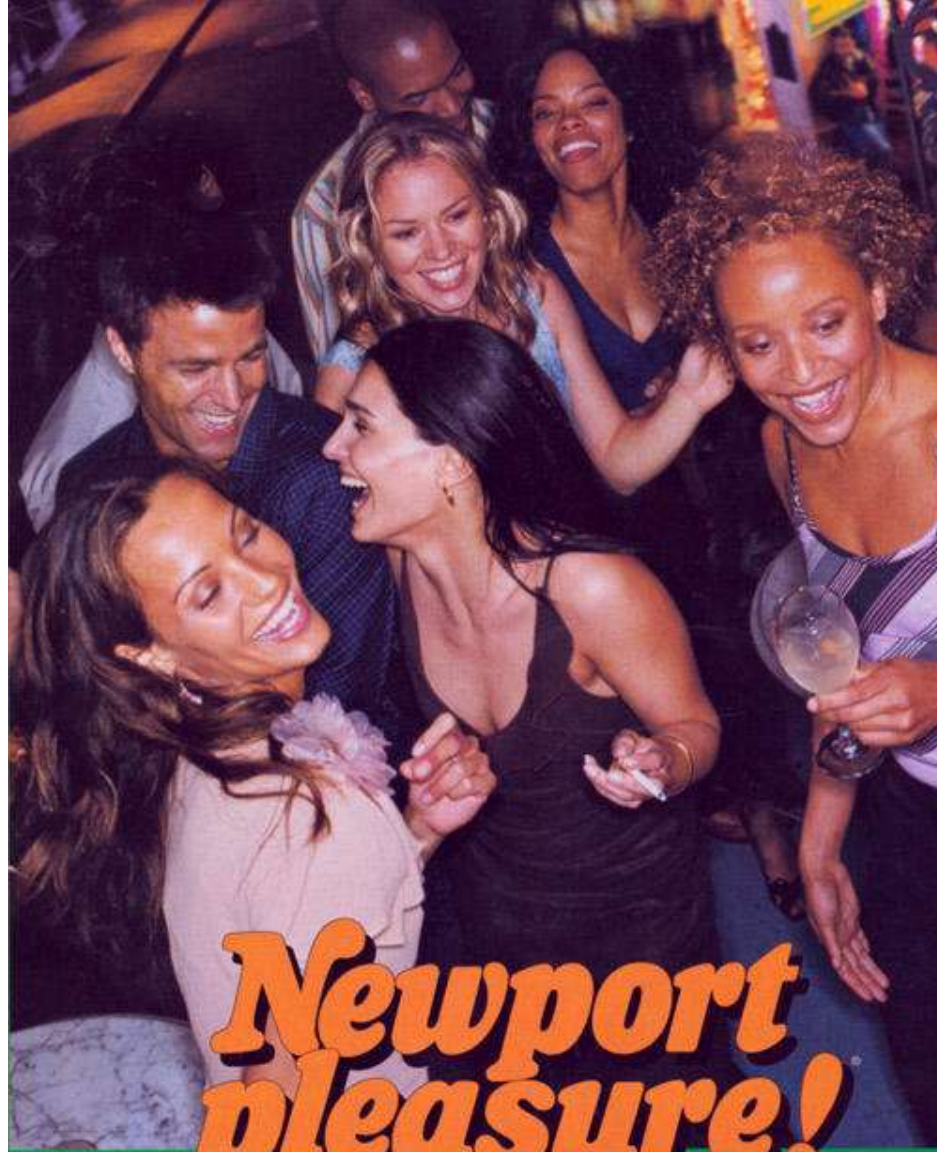
SPADES SLAM



**PLAYERS WANTED**

YOU COULD WIN \$50,000 AND A TRIP TO VEGAS





# Newport pleasure!

© Lorillard 2004

Newport, Newport Medium, Newport (packaging design), Newport Lights, Menthol Blue (packaging design), Newport Pleasure, and Newport Spinaker TM Lorillard Licensing Company LLC Reg. U.S. Pat. & Tm. Off.

Lights Box: 0 mg. "tar," 0.7 mg. nicotine; Medium Box: 11 mg. "tar," 1.0 mg. nicotine; Box: 16 mg. "tar," 1.2 mg. nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.**



**Finest  
Quality Menthol!**

# Tobacco Industry Bar Promotions



[www.camelsmokes.com](http://www.camelsmokes.com)

- Have been a focus for over 20 years
- Increased dramatically in the 1990s
- Continue to reach young adults effectively



[ 7 of 7 ] - photo by: Eric Schultz

3.3.07  
SAN DIEGO  
BELO







## PRIMARY OBJECTIVE

**The primary objective of the Camel Club Program is to encourage trial usage of and eventual brand loyalty to Camel by both regular and social trend-setting smokers, utilizing the "trending" power of management, staff, and hipsters in the 50 most progressive, popular nightspots in the most culturally progressive American metropolitan areas: Chicago, Los Angeles, New York, Dallas, and, in mid-1995, San Francisco, Atlanta, South Florida, and Seattle.**

**The long term goal of the Camel Club Program is for the Camel brand to enjoy increased awareness and usage by the mainstream smoking market. This awareness and usage will be increased due to the mainstream perception of the Camel brand as a hip, trendy brand. This trickle-down marketplace phenomenon ensures that what begins as an alternative trend ultimately becomes a mainstream one.**



Meet BVS 2 smokers. Very different people, hailing from different parts of the country, but all sharing a penchant for wide ranging talents and interests - real renaissance people. They live in or near major cities, are stylish, very active and love the nightlife the big city has to offer. They're all plugged in to the now - whether it's the latest fashions, the hottest restaurants or most popular new clubs. But don't think they just go with what's popular, these people are trend setters themselves - they're the ones who got iPods and TiVos back when none of us understood why we needed them.

When it comes to their smokes, they're into brands that are prestigious, premium and sophisticated. As trendsetters, when it comes to smoking, don't expect them to be at all apologetic about it. They thoroughly enjoy their cigarettes and choose brands that project their style. They're into the unique - whether it's a pack with a cool design or a new and exotic taste. And, as thought leaders, they often serve as brand ambassadors, oftentimes recommending new smokes to their friends.

“...They're all plugged in to the now...these people are trend setters themselves...they're the ones who got iPods and TiVos back when none of us understood why we needed them...”

“...as thought leaders, they often serve as brand ambassadors, oftentimes recommending new smokes to their friends.”

RJR 2006, tid: gyc87h00

# CAMEL

Discover Rare Pleasures



**SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.**

RARE 2002, RARE MENTHOL 2002: 11 mg. "tar",  
0.9 mg. nicotine av. per cigarette by FTC method.  
For more product information, visit [www.rjt.com](http://www.rjt.com).



*Dollar After Dark*

**1 PACK**

*For*

**1 BUCK**

*Of any style of Marlboro Cigarettes*

**REDEEMABLE TONIGHT ONLY**



**FOR  
TONIGHT**

Limit one voucher per smoker 21 years of age or older. Not to be transferred, sold, or reproduced. Voucher not redeemable in retail stores. Offer good while supplies last.



Bar Connect: Great seeing you @ TresGringosCabo on Fri! Register online: <http://bit.ly/1iWnuiu> Msg & Data rates may apply. Text STOP to cancel, HELP for help



 | Text Message 

Q W E R T Y U I O P  
A S D F G H J K L  
↑ Z X C V B N M ↵  
123  space return



# Marlboro



FLAVOR FINDER

## THANKS FOR CHECKING IN

Now look for a Marlboro Bar Team member with a **GREEN** keychain light.

Show them this screen and you'll receive a **FREE GIFT**.

**NOTE:** You have 15 minutes until this session expires. After which you must log back in to see this screen.

NO PURCHASE NECESSARY. Limited to one item per night per eligible smoker 21+, on the Marlboro mailing list, while supplies last. Subject to verification of eligibility.



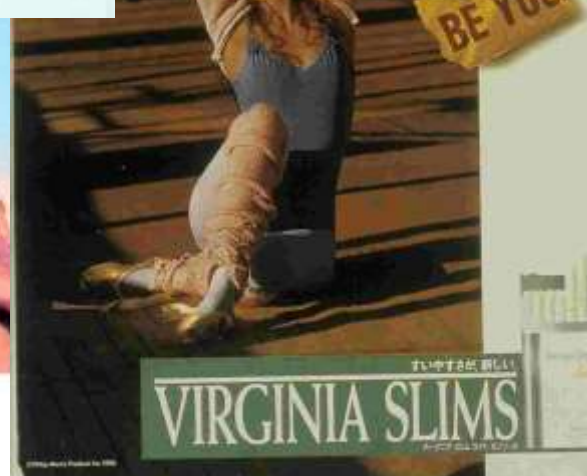
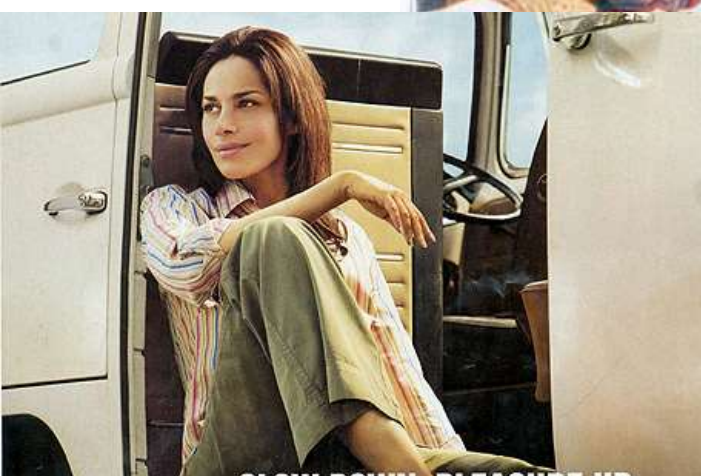
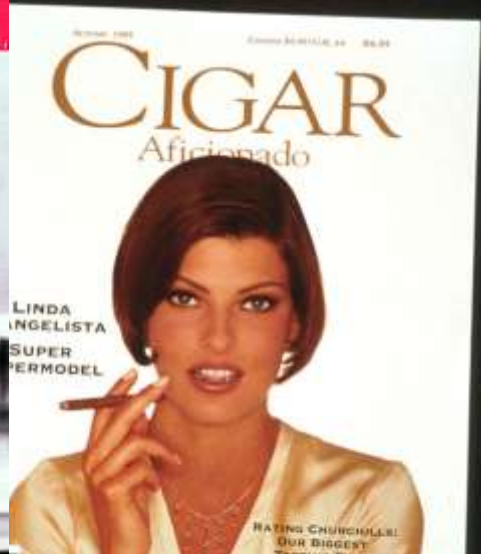
HERE'S A

---

10-SPOT

---

ON US





**TRY NOW**



**SHISHA TIME**



20 disposable e-cigarettes  
 Disposable  
 Electronic cigarettes  
 Upto 500 puffs  
 No Nicotine  
 No Tobacco  
 No Tar  
 No Ash  
 No Burns



**The smoke-free alternative for a greener environment!**



Rewrite The Rules:

**FIN**

100% Nicotine Free

SAVE \$5 OFF [FINCIGS.COM/MAXIM](http://FINCIGS.COM/MAXIM)



**FIN**



**SMOKE ANYWHERE**

- AIRPLANES
- RESTAURANTS
- NIGHT CLUBS
- BARS
- HOTEL/MOTELS
- EVERYWHERE!







BIG VAPOR.  
BOLD POWER.  
BEAUTIFUL STYLE.

Stippo

Take vaping up a notch.  
**THE VETTA**  
PERSONAL VAPORIZER

ORDER NOW ▶

A photograph of a woman with a braid, wearing a black leather jacket, riding a motorcycle. The background shows a cloudy sky. The word 'Stippo' is written in a stylized font across the middle. Below the photo is a product shot of 'The Vetta' personal vaporizer, a sleek, dark device. The text 'Take vaping up a notch. THE VETTA PERSONAL VAPORIZER' is centered below the product, and an orange 'ORDER NOW' button with a right-pointing arrow is at the bottom.

**CAMEL**  
TURKISH BLENDS

A MORE MELLOW CAMEL

*Famously Mellow*

10 mg "tar", 0.9 mg nicotine av. per cigarette by FTC method. For more product information, visit [www.camel.com](http://www.camel.com)

11 mg "tar", 1.1 mg nicotine av. per cigarette by FTC method. For more product information, visit [www.camel.com](http://www.camel.com)

15 mg "tar", 1.2 mg nicotine av. per cigarette by FTC method. For more product information, visit [www.camel.com](http://www.camel.com)

**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**

SMART SMOKER

THE POLITE WAY TO SMOKE

**FREE TRIAL!**

# “Smoking Revolution”

## A Content Analysis of Electronic Cigarette Retail Websites

Rachel A. Grana, PhD, MPH, Pamela M. Ling, MD, MPH

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**Background:** Electronic cigarettes (e-cigarettes) have been increasingly available and marketed in the U.S. since 2007. As patterns of product adoption are frequently driven and reinforced by marketing, it is important to understand the marketing claims encountered by consumers.

**Purpose:** To describe the main advertising claims made on branded e-cigarette retail websites.

**Methods:** Websites were retrieved from two major search engines in 2011 using iterative searches with the following terms: electronic cigarette, e-cigarette, e-cig, and personal vaporizer. Fifty-nine websites met inclusion criteria, and 13 marketing claims were coded for main marketing messages in 2012.

**Results:** Ninety-five percent of the websites made explicit or implicit health-related claims, 64% had a smoking cessation-related claim, 22% featured doctors, and 76% claimed that the product does not produce secondhand smoke. Comparisons to cigarettes included claims that e-cigarettes were cleaner (95%) and cheaper (93%). Eighty-eight percent stated that the product could be smoked anywhere and 71% mentioned using the product to circumvent clean air policies. Candy, fruit, and coffee flavors were offered on most sites. Youthful appeals included images or claims of modernity (73%); increased social status (44%); enhanced social activity (32%); romance (31%); and use by celebrities (22%).

**Conclusions:** Health claims and smoking-cessation messages that are unsupported by current scientific evidence are frequently used to sell e-cigarettes. Implied and overt health claims, the presence of doctors on websites, celebrity endorsements, and the use of characterizing flavors should be prohibited.

(Am J Prev Med 2014;46(4):395–403) © 2014 American Journal of Preventive Medicine

# Smoke Anywhere

Smoke when and where you want.



Dj HeavyGrinder

[Learn More](#) ▶

Increased social status (44%)

[www.blucigs.com](http://www.blucigs.com)

UCSF

# FLAVORS



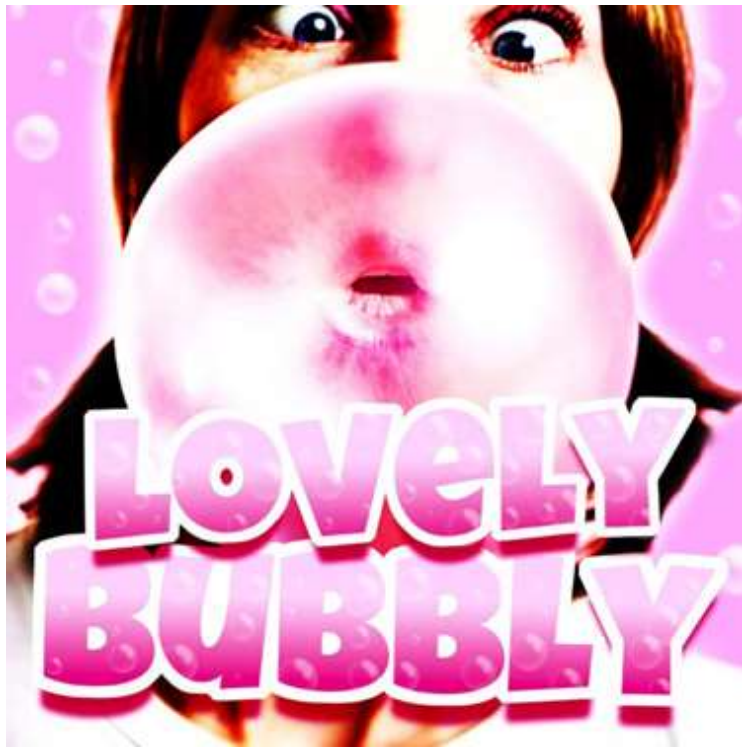
# HUNDREDS OF FLAVORS

Let freshness hit your throat  
Many more flavors are not listed



# FLAVORS

Fruit 73%  
Candy 71%  
Alcohol 10%





# NutriCigs™

FORTIFIED **ELECTRONIC CIGARETTES**

CALL US NOW **1-866-208-6595** PROMO: 1001

Ingredients Made  
in the **USA**

**30 DAY** Money  
Back Guarantee

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Why Us

Testimonials

FAQ

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SLEEP  
NutriCigs™

**SAY GOOD-BYE  
TO SLEEPLESS NIGHTS**



**TRY NOW**

SLIM  
NutriCigs™

ALL-NATURAL

**APPETITE SUPPRESSANT\***

ENERGY  
NutriCigs™

ALL-NATURAL

**ENERGY BOOSTER\***

SLEEP  
NutriCigs™

ALL-NATURAL

**SLEEP AID\***



# Celebrity Endorsements – 22%



Thanks to: Jaime Jensen



## Tom Ingram: Racing Driver

Tom Ingram is an 18 year old racing driver and driving coach. Having started his career in karts at the age of 5, Tom has since come a long way. He presently competes in the Ginetta GT Supercup, a support series for the British Touring Car Championship. Tom is also a BRDC Rising Star.

SKYCIG are right behind Tom in his quest to become a champion for the third year running. Following his stunning 2010 Ginetta Junior



## Why Tom & SKYCIG

SKYCIG believes in supporting young talent - and we have a soft spot for cars and racing of course.

Tom Ingram is a competitive, highly skilled driver. His mindset when on the track mirrors the mindset of SKYCIG within the electronic cigarette industry.

### FOCUS

Tom Ingram is a competitive, highly skilled driver. His mindset when on the track mirrors the mindset of SKYCIG within the electronic cigarette industry.

# Lorillard Inc. : blu eCigs Announces Sponsorship Of The Governors Ball Music Festival

06/06/2013 | 09:05am US/Eastern • Recommend:  0



# Health Claims – 95%



safe and healthy  
**Feels Real**

# Doctors = 22% of websites



**You Tube** Search Browse Movie

**YouTube- Electronic Cigarette - Doctors say Healthier Alternative.mp4**

HARRYTHEMN 6 videos

1:00 / 5:01 CC 240p

Featured Videos

**Dr. David Baron M.D.**  
Chief of Staff, UCLA Santa Monica Hospital

YouTube

00:08 01:56

**VIDEO**

**Dr. Matthew Huebner, M.D.**

**Compare V2 Cigs Vapor**

Videos from [www.smokestik.com](http://www.smokestik.com) Image from [www.ecigaretteschoice.com](http://www.ecigaretteschoice.com); [www.v2cigs.com](http://www.v2cigs.com)

Altimoff



Alternative to smoking cigarettes

E Cigarette — How Much Can I Save?

How much do you pay for a pack of cigarettes? \$ 6

How many cigarettes do you smoke per day? 20

What percentage of time would you be using E cigarette? % 60

Each month Altimoff E cigarette will save you: \$

CALCULATE

CATEGORIES:

- HOME
- PRODUCTS
- PRODUCT INFO
- CIGARETTE DANGERS
- FAQ
- ABOUT US
- CONTACT US
- LOGIN

- E Cigarette Starter Kit
- E Cigar
- E Cigarette Cartridges
- E Cigarette Car Charger
- E Cigarette Atomizer
- E Cigarette Battery
- E Cigarette Charger

Disclaimer

Usaecigarette.com Electronic Smoking Products such as e cigarette, e cigar and e smoking accessories are not a smoking cessation products and have not been tested as such. Altimoff / Usaecigarette.com - Electronic Cigarette, Electronic Cigar and Electronic Smoking Accessories products and statements have not been evaluated by the Food and Drug Administration. These statements and Altimoff / Usaecigarette.com - E cigarette, e cigar, and e smoking accessories products are not intended to diagnose, treat, cure or prevent any disease or offer therapeutic benefits.

Health Claims: 95%, Cessation 64% of websites

Shopping Cart: 0 items

E Cigarette Atomizer



Customer Login

Email

Login



Take the **eluma** challenge Today!

- Home
- Products
- How it Works
- Testimonials
- Customer Service
- My Account
- View Cart
- Affiliates

Testimonials

The testimonials you see below are from real customers. If you have any questions, please email CustomerService@ElumaCigs.com

**Scott from Caddo Mills, TX**  
I must say that I am really impressed with the product. Everyone around me wanted to take a second to ex

**“I have been able to quit smoking because of your product.”**

**Barbara Jean from Holly Hill**  
After adjusting to the slightly c...  
Thank you soooo much!

--Debbie from Sacramento, CA red

**Sherri from Prague, OK**

Hi, I am not sure who to address this to but I wanted to email and say thanks for the quick delivery. My husband and I have been smokers for many many years and tried everything out there. We finally decided that quitting wasn't an option for us. We received our order yesterday at 4 pm. I have since smoked only 3 "real" cigs and my husband about 4. I am so impressed with the product and proud of us for doing this. I am placing another order today for more cartridges. Can't run out of those for sure.

I also want to thank customer service for helping me after I placed my order. I changed it a few times on them via email and received exactly what I wanted. I really expected for something to be wrong only of my own fault for making so many changes but they got it exactly perfect. Thanks and can't wait to go totally eluma.

Sherri

**Barb from Grundy, VA**

Just wanted to write and commend you on your excellent customer service. I do appreciate the email updates about my order.

Thanks!

**Paul from Staten Island, NY**



[Live Chat](#) | [Store Locator](#)

[My Account](#) | [My Cart](#) | [Checkout](#) | [Log In](#)



FREE  
SHIPPING

30 DAY  
MONEY BACK

ONE YEAR  
WARRANTY

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[Starter Kits](#)

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[Rewards](#)

[Reviews](#)

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# WHY QUIT? SWITCH TO BLU

- ▶ Have the Freedom to Smoke Anywhere
- ▶ No Tobacco, No Ash, No Smell
- ▶ All Flavors Made in the U.S.A.

[Learn More >](#)





*Welcome to...* **Guilt-Free Smoking.**



White Cloud  
CIGARETTES



# Circumvent smokefree laws



1-855-282-3700

HOURS: M-F 8am-5pm EST

[info@misticcigs.com](mailto:info@misticcigs.com)



[HOME](#) [STORE](#) [STORE LOCATOR](#) [NOW AT WALMART](#) [WARRANTY](#) [FAQ](#) [REVIEWS](#) [BLOG](#) [CONTACT](#)

## How many **MIST OPPORTUNITIES?**

HOW MANY OPPORTUNITIES HAVE YOU MISSED BECAUSE YOU HAD TO GO OUTSIDE TO SMOKE? WITH MISTIC ELECTRONIC CIGARETTES YOU'LL NEVER HAVE TO MISS ANOTHER OPPORTUNITY. YOU CAN ENJOY ECIGS IN MOST PLACES YOU CANNOT SMOKE SUCH AS BARS, NIGHTCLUBS, CONCERT HALLS AND RESTAURANTS.\*

Browse Our Products:  
**ENTER STORE**



Circumvent laws: 71% of websites

# User recruitment programs

The screenshot shows the V2 CIGS website homepage. At the top, there is a navigation bar with links for 'My Account', 'Order Status', 'Wish Lists', 'Gift Certificates', 'View Cart', and 'Sign in or Create an account'. Below this is the V2 CIGS logo and a search bar with a 'SEARCH' button. A navigation menu includes 'Shop V2', 'The V2 Experience', 'Compare V2', 'The V2 Community', 'About V2', 'Work with V2', and 'Customer Service'. The main content area features a large advertisement for the 'SMOKE FOR FREE' program, which includes a bar chart and a quote from a customer. To the left of the ad is a sidebar with 'Our Products' (V2 Starter Kits, Cartridges, Batteries, Accessories, Clearance) and 'Current Top Sellers' (V2 Vapor Cartridges 20-Pack for \$44.95 and 5-Pack for \$12.95). To the right of the ad are promotional banners for 'WORLDWIDE SHIPPING!', '30 DAY MONEY BACK GUARANTEE', 'LIFETIME WARRANTY', and 'SMOKE FOR FREE!'.

My Account Order Status Wish Lists Gift Certificates View Cart Sign in or Create an account

**v2CIGS**  **SEARCH**

Advanced Search | Search Tips  
**877.37.VAPOR**

Shop V2 The V2 Experience Compare V2 The V2 Community About V2 Work with V2 Customer Service

Our Products

- V2 STARTER KITS
- V2 CARTRIDGES
- V2 BATTERIES
- V2 ACCESSORIES
- V2 CLEARANCE

Current Top Sellers

1

V2 Vapor Cartridges (20-Pack)  
\$44.95  
★★★★☆  
[Choose Options](#)

2

V2 Vapor Cartridges (5 Pack)  
\$12.95  
★★★★☆

**TAKE ADVANTAGE OF OUR "SMOKE FOR FREE" PROGRAM**

*"I get my V2 cartridges free every month, just" for telling my friends about V2." -Tracy, New York*

**THE THICKEST VAPOR IN THE BUSINESS. ASK OUR CUSTOMERS!**

V2 is a revolutionary new nicotine delivery system that provides a healthier alternative to

VERIFIED & SECURED BY  
**McAfee SECURE**  
TESTED DAILY 29-SEPT

WORLDWIDE SHIPPING!

30 DAY MONEY BACK GUARANTEE

LIFETIME WARRANTY

SMOKE FOR FREE!

Cheaper claims: 93% of websites

<http://www.v2cigs.com>

# Cost savings

Smoking Everywhere E-Cigarette is cheaper than smoking real cigarette



**CHEAPER**

Smoking Everywhere E-Cig chemicals like traditional cig like a real cigarette, feels like cigarette... It also may be ch



each e-cig is  
**= ABOUT 3 PACKS  
OF CIGARETTES**

**1.8%  
MENTHOL**

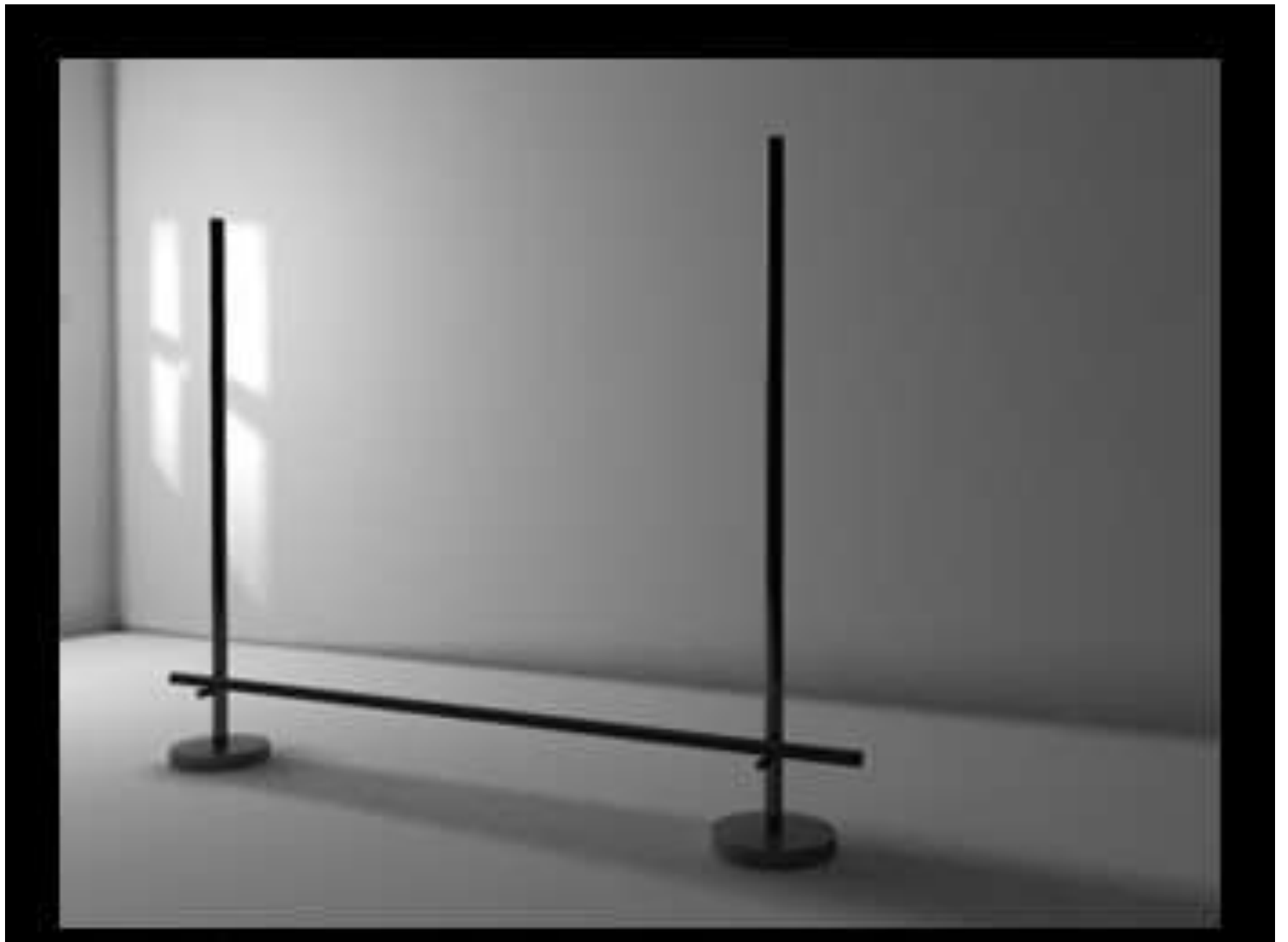


# 443,000

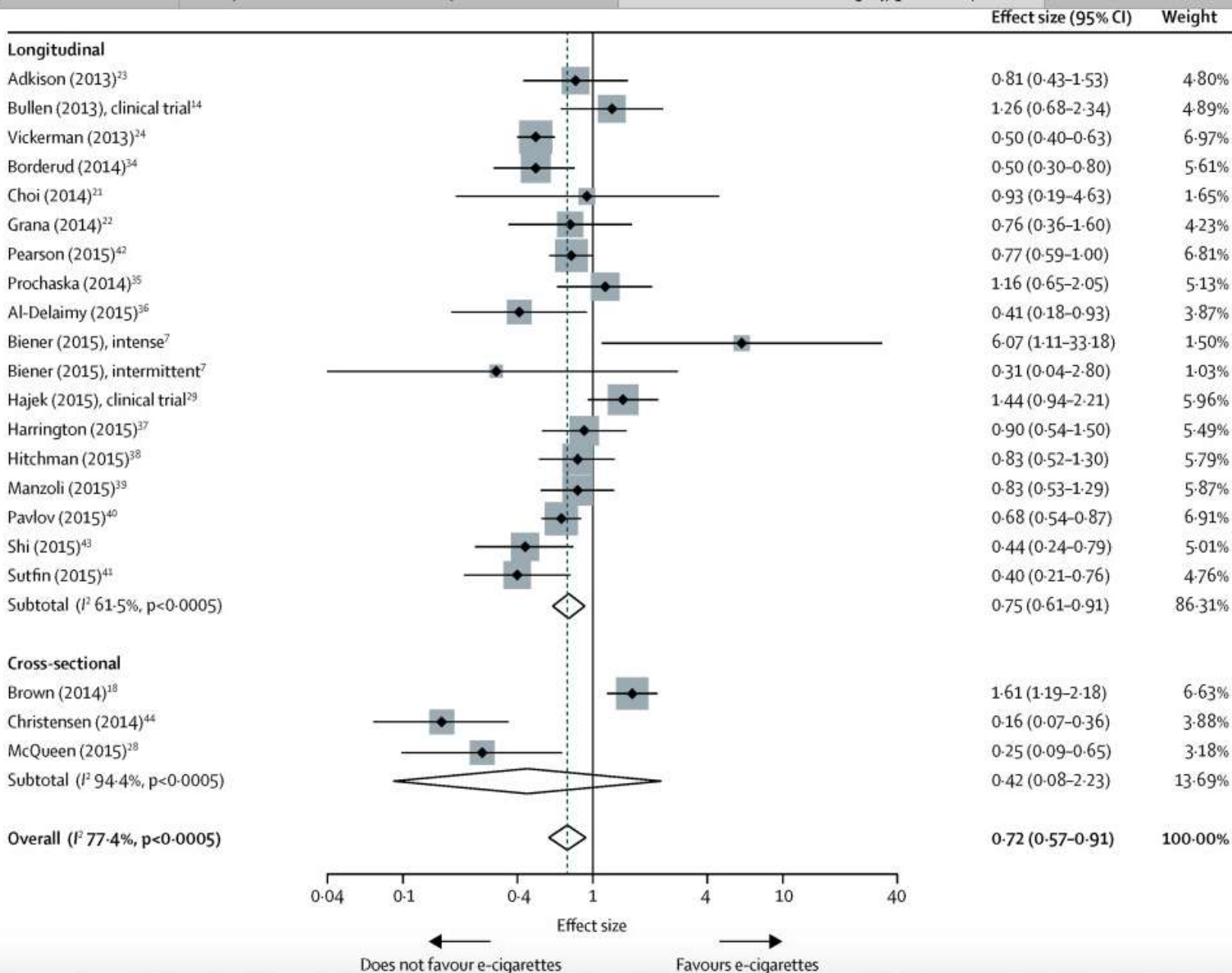
people die each year as a result of smoking cigarettes.



[WWW.WHITEHOUSE.GOV](http://WWW.WHITEHOUSE.GOV)











**elusion**<sup>®</sup>  
electronic cigarette





Vaping360.com



“We’ve  
Changed!”



Altria

**Philip Morris USA**

an Altria Company

*U.S. Smokeless*  
**TOBACCO CO.**  
an Altria Company

*John Middleton*   
an Altria Company





# BRITISH AMERICAN TOBACCO



# Operating Companies Leading Innovation Emerging Tobacco / Nicotine Categories

Heat-not-burn cigarettes



Electronic cigarettes



Nicotine replacement therapy





## Focused Strategy For Migration

- Encouraging adult smokers to switch to smoke-free tobacco products
- Aligning with consumer preferences and society's expectations
  - Desire for new alternatives
  - Fewer places to smoke
  - Harm reduction
- Capitalizing on opportunity for profit / share growth
  - Higher-margin products



29



# BAT “Next Generation Products”



# THE INDEPENDENT EVIDENCE TELLS US...

Over the last few years, there has been a growing number of Independent studies, complementing our own research, that are helping to increase understanding of the relative risks of tobacco and nicotine products, while recognising that further research and continued monitoring of consumer use are needed to determine long-term risks.

...VAPING CAN BE  
**FAR LESS**  
RISKY THAN SMOKING

"The current expert estimate is that using e-cigarettes is around 95% safer than smoking."<sup>18</sup>

This was the conclusion of the 2015 evidence review conducted by Public Health England, an executive body of the UK Department of Health, based upon national and international literature as well as relevant national survey data.

"Nicotine is not a carcinogen; there is no evidence that sustained human use of nicotine alone increases the risk of cancer."<sup>19</sup>

According to a 2016 report by the UK Royal College of Physicians, as most of the harm caused by smoking arises not from nicotine but from other components of tobacco smoke, the health and life expectancy of today's smokers could be medically



...VAPING CAN BE AN  
**EFFECTIVE**  
WAY FOR PEOPLE TO  
QUIT SMOKING

Vaping supports quitting

A UK cross-sectional population study, led by Professor Robert West of University College London's epidemiology and public health department and chiefly funded by Cancer Research UK, found that smokers trying to quit without professional support are around **60% more likely to succeed using e-cigarettes** than if they use products such as patches or gum, or just willpower<sup>21</sup>.



# Nicotine

Explained



September 2013

At the levels found in cigarette smoke, e-cigarette vapours or the concentrations in nicotine replacement products, nicotine is likely to be no more risky for most people than regularly drinking coffee.





## RRPs: Our Product Platforms

### Heated Tobacco Products



Platform 1



Platform 2

### Nicotine Containing Products



Platform 3



Platform 4

Note: Reduced-Risk Products ("RRPs") is the term we use to refer to products that have the potential to reduce individual risk and population harm. The RRP's depicted are subject to ongoing development and therefore the descriptions are illustrative and do not necessarily represent the latest stages of product development.

## iQOS (PMI, 2014-)



- Test-marketed in Poland and Japan as “HeatSticks” (2015)
- Intended \$6 per pack in the US
- Heated just below combustion, 660 degrees F
- Heavy investment: \$500 million factory in Italy opened in 2016

# iQOS – Why is it important?

- 2-3 million page Modified Risk Tobacco Product (MRTP) application submitted Dec. 5 2016 to FDA
- PMI, through Altria, also submitting “pre-market tobacco product application in the first quarter of 2017”
- Premium market positioning (like e-cigs)
- Wells Fargo analyst Bonnie Herzog predicts iQOS and other HnB technologies “could displace up to 30% of the combustible cigarette industry in developed markets by 2025”

<http://www.fool.com/investing/2016/07/22/philip-morris-international-proves-that-heated-cig.aspx>

# Glo iFuse (BAT)



- Glo iFuse (Romania only, e-cig/HnB hybrid)
- Glo (Sendai, Japan, HnB)
- “iQOS is more like a cigarette while the iFuse is more like an e-cig”

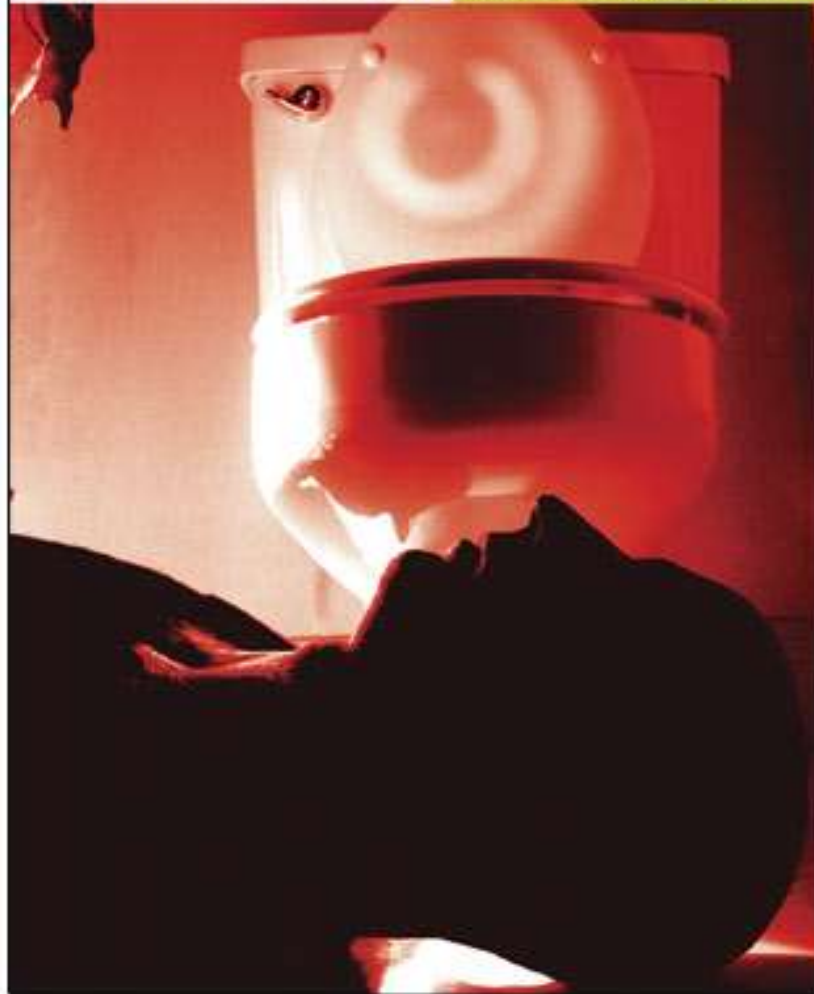
- Because of price point:
- hoping to quit → go for iFuse
- If no quitting intentions → iQOS





# Fix with a friend

PREVENT HEROIN OVERDOSES DON'T SHOOT ALONE





[vaping360.com/best-vape-pen/](http://vaping360.com/best-vape-pen/)



Photo: Gaby Butcher



**Bloomberg**

Markets

Tech

Pursuits

Politics

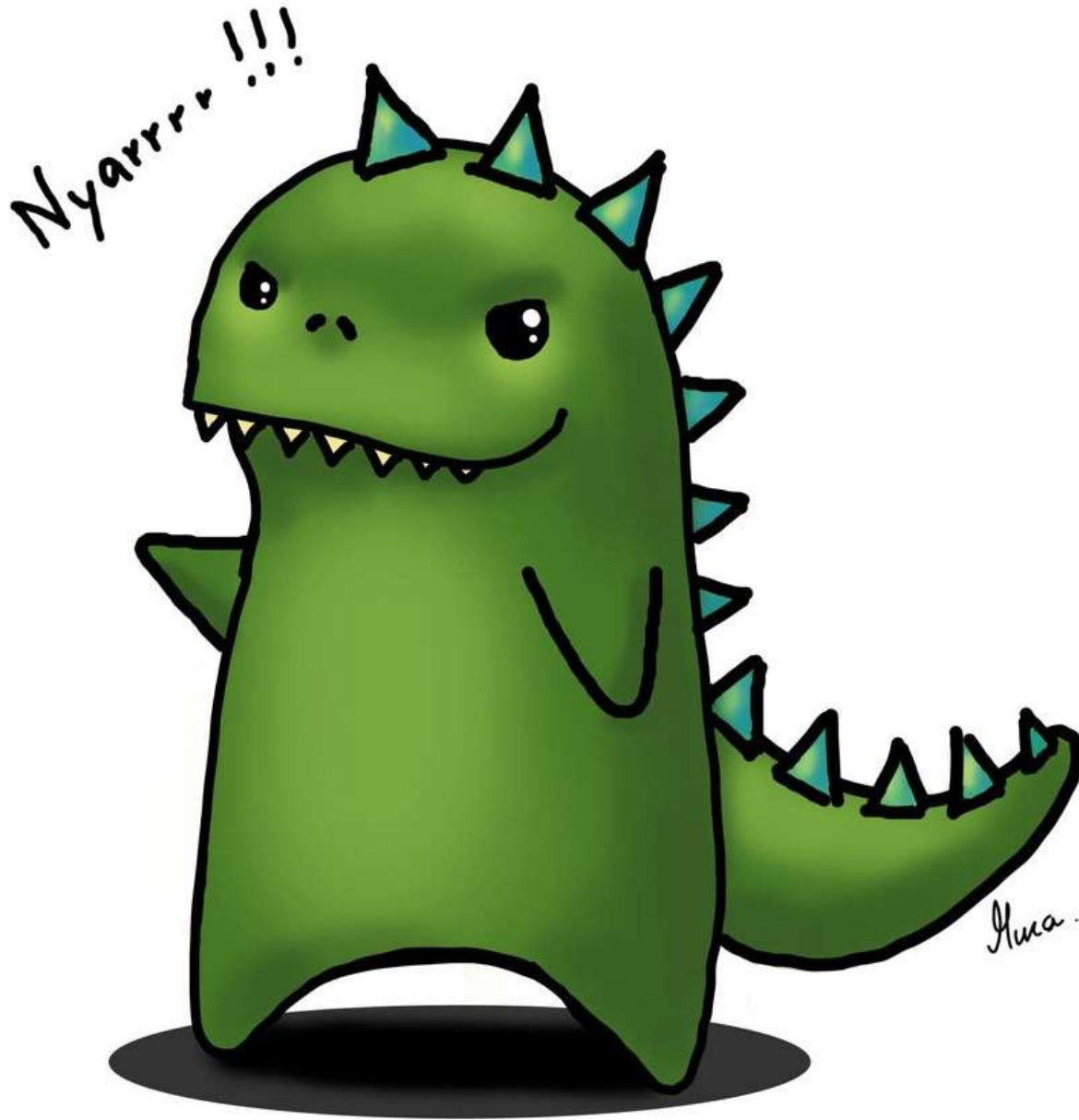
Opinion

Businessweek

# Philip Morris Pledges \$1 Billion to Fight Smoking

By **Eric Pfanner** and **Thomas Mulier**

September 12, 2017, 11:37 PM PDT *Updated on* September 13, 2017, 3:56 AM PDT



# BAT Harm Reduction Report 2017

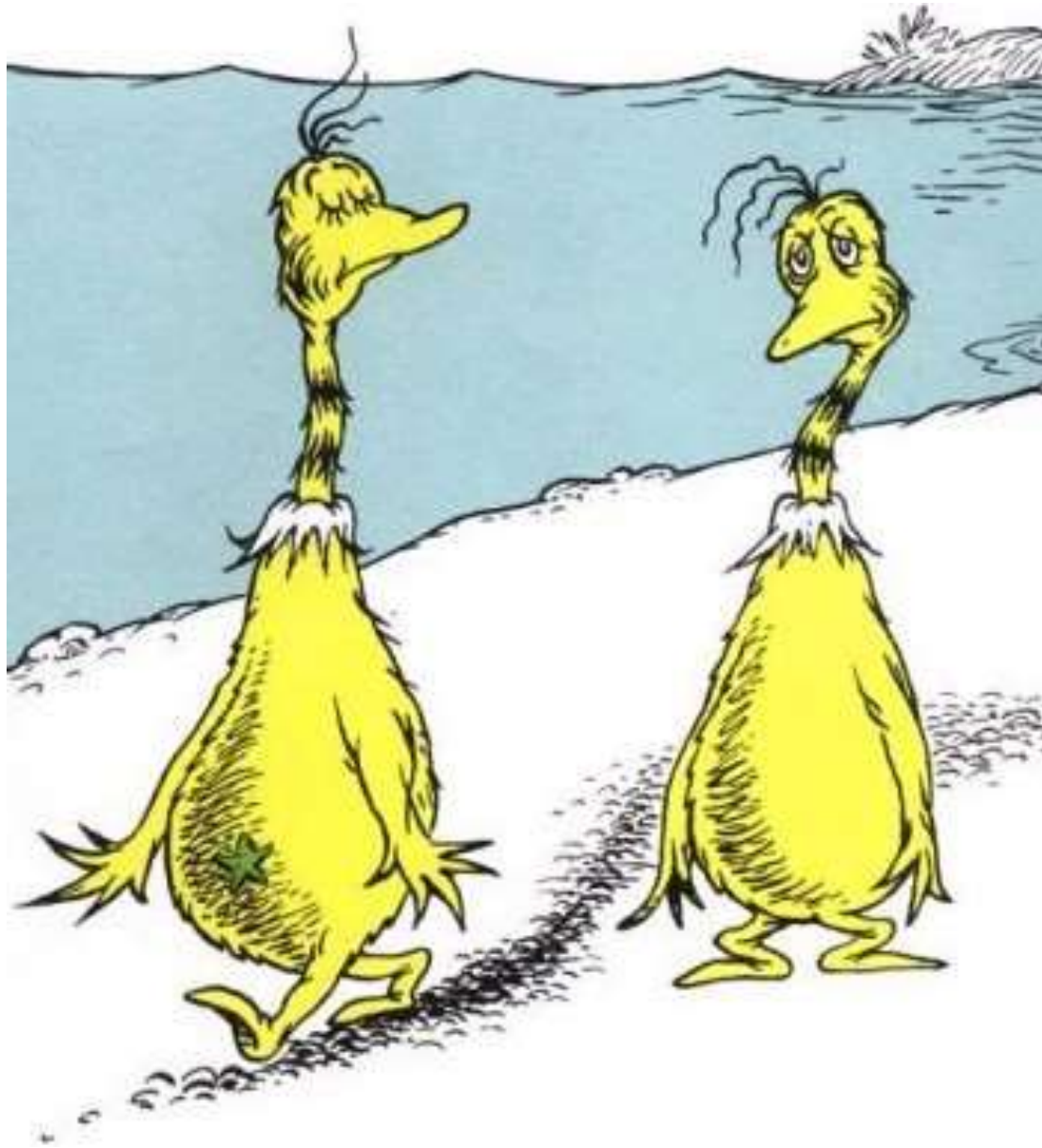
*We know cigarettes pose real and serious health risks and that the only way to avoid these risks is not to use them. But many adults continue to smoke, so working to develop and commercialise less risky products has been a strategic priority for the Group for many years.*

# BAT Harm Reduction Report 2017



It is important that regulation does not stifle the development of e-cigarettes nor make accessing these products more difficult for smokers.”

Cancer Research UK, Briefing on Electronic Cigarettes, July 2015

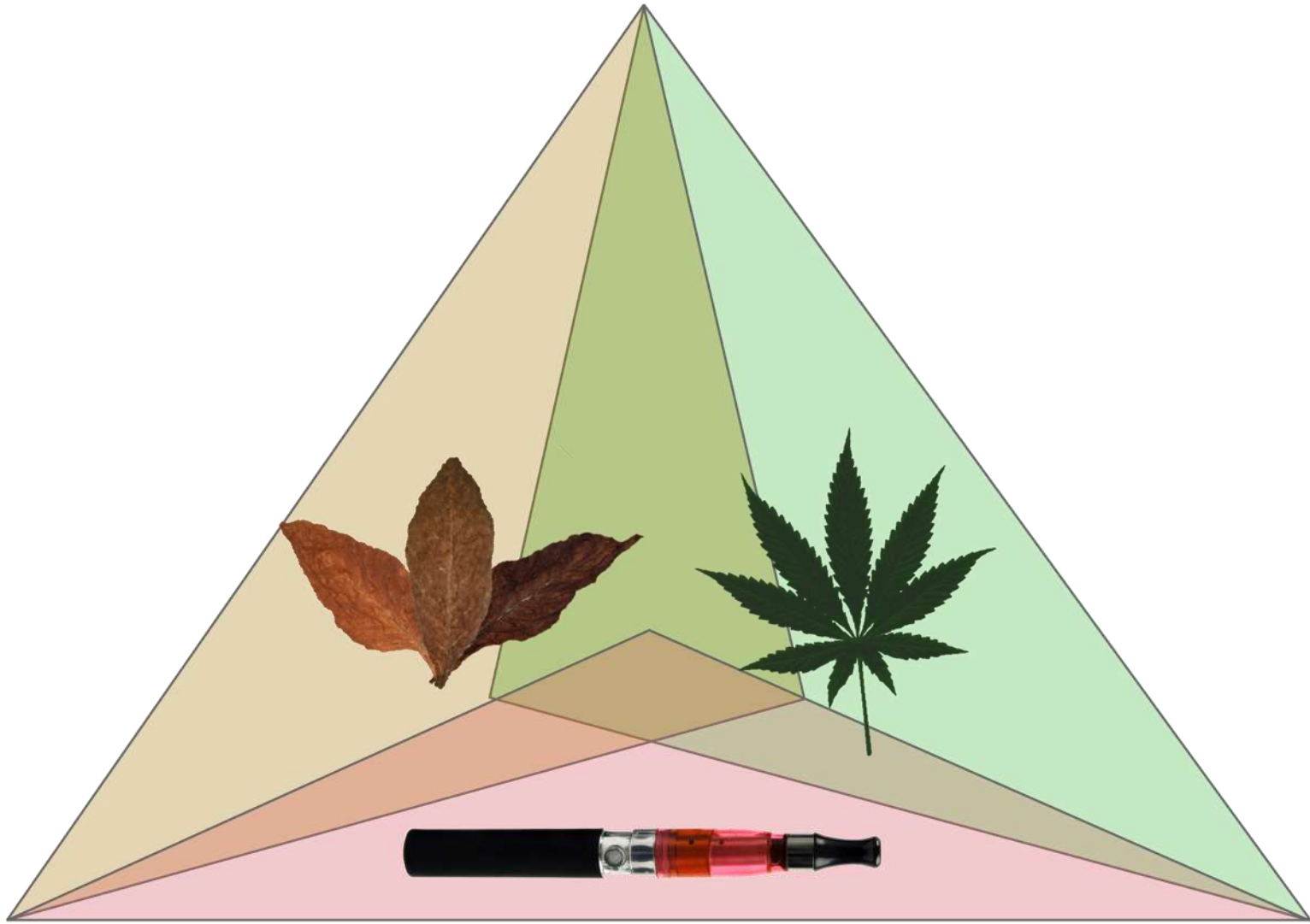


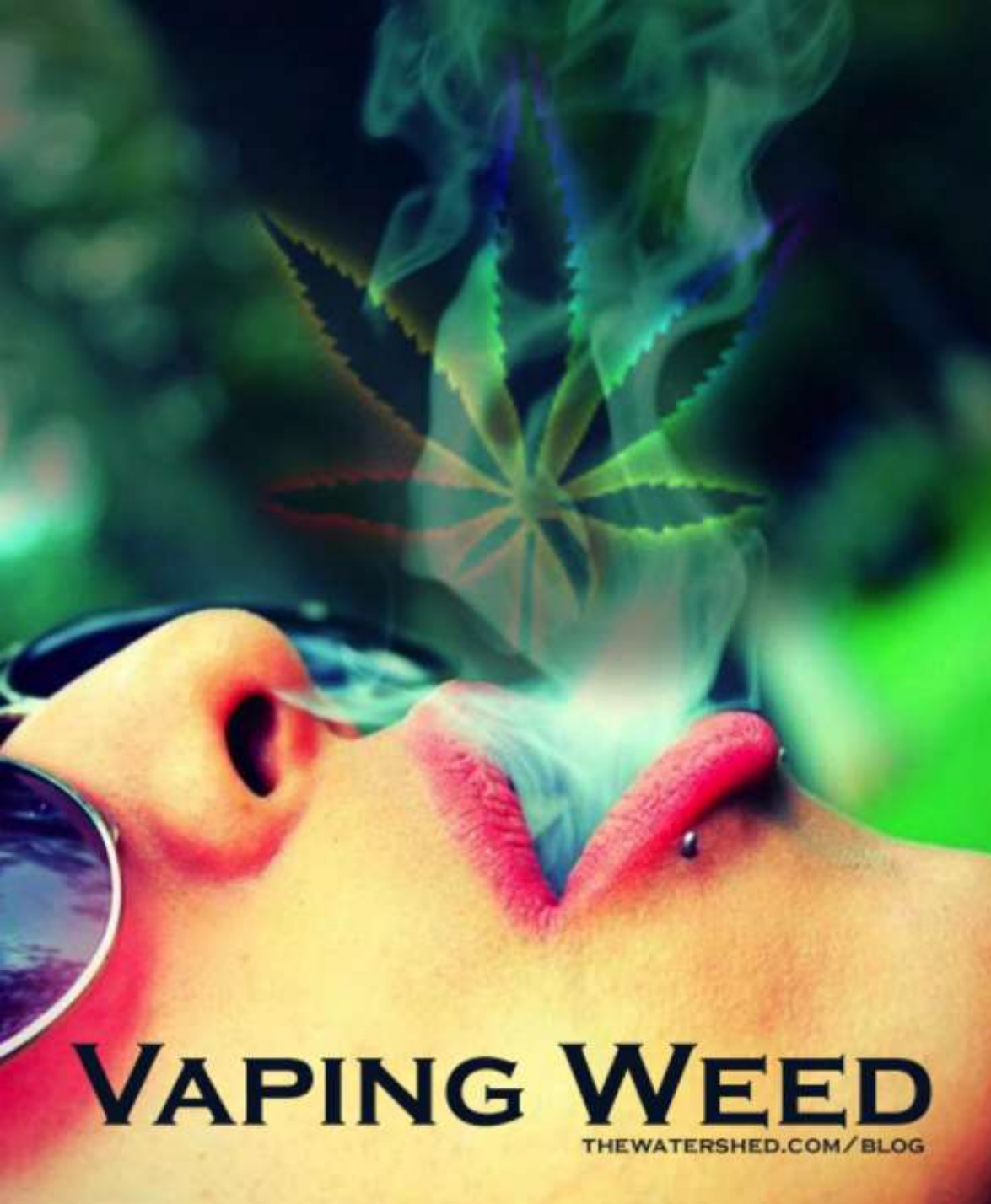






“Business  
as Usual!”





**SNOOP DOGG**



**HERBAL  
VAPORIZER**

**AVAILABLE NOW**





[www.ecigclick.co.uk](http://www.ecigclick.co.uk)

# Nicotine or Cannabis?



# Perceived harms and benefits of tobacco, marijuana, and electronic vaporizers among young adults in Colorado: implications for health education and research

**Lucy Popova<sup>1</sup>, Emily Anne McDonald<sup>2</sup>, Sohrab Sidhu<sup>3</sup>, Rachel Barry<sup>4</sup>, Tracey A. Richers Maruyama<sup>5</sup>, Nicolas M. Sheon<sup>6</sup> & Pamela M. Ling<sup>7</sup>**

School of Public Health, Georgia State University, Atlanta, GA, USA,<sup>1</sup> Department of Anthropology, City University of New York, John Jay College of Criminal Justice, New York, NY, USA,<sup>2</sup> Internal Medicine and Preventive Medicine Residency, Kaiser Permanente San Francisco and University of California, San Francisco, CA, USA,<sup>3</sup> School of Social and Political Science, University of Edinburgh, Edinburgh, UK,<sup>4</sup> Tobacco Prevention and Education Program, Health Promotion Division, Denver Public Health, Denver Health and Hospital Authority, Denver, CO, USA,<sup>5</sup> Department of Medicine, Center for AIDS Prevention Studies, University of California San Francisco, San Francisco, CA, USA<sup>6</sup> and Division of General Internal Medicine, Department of Medicine, Center for Tobacco Control Research and Education, University of California, San Francisco, CA, USA<sup>7</sup>



# Tobacco Risk According to Altria

## Continuum of Risk<sup>1</sup>

Combusted  
Tobacco  
Products

Non-combusted  
Tobacco  
Products

**Most Harmful**

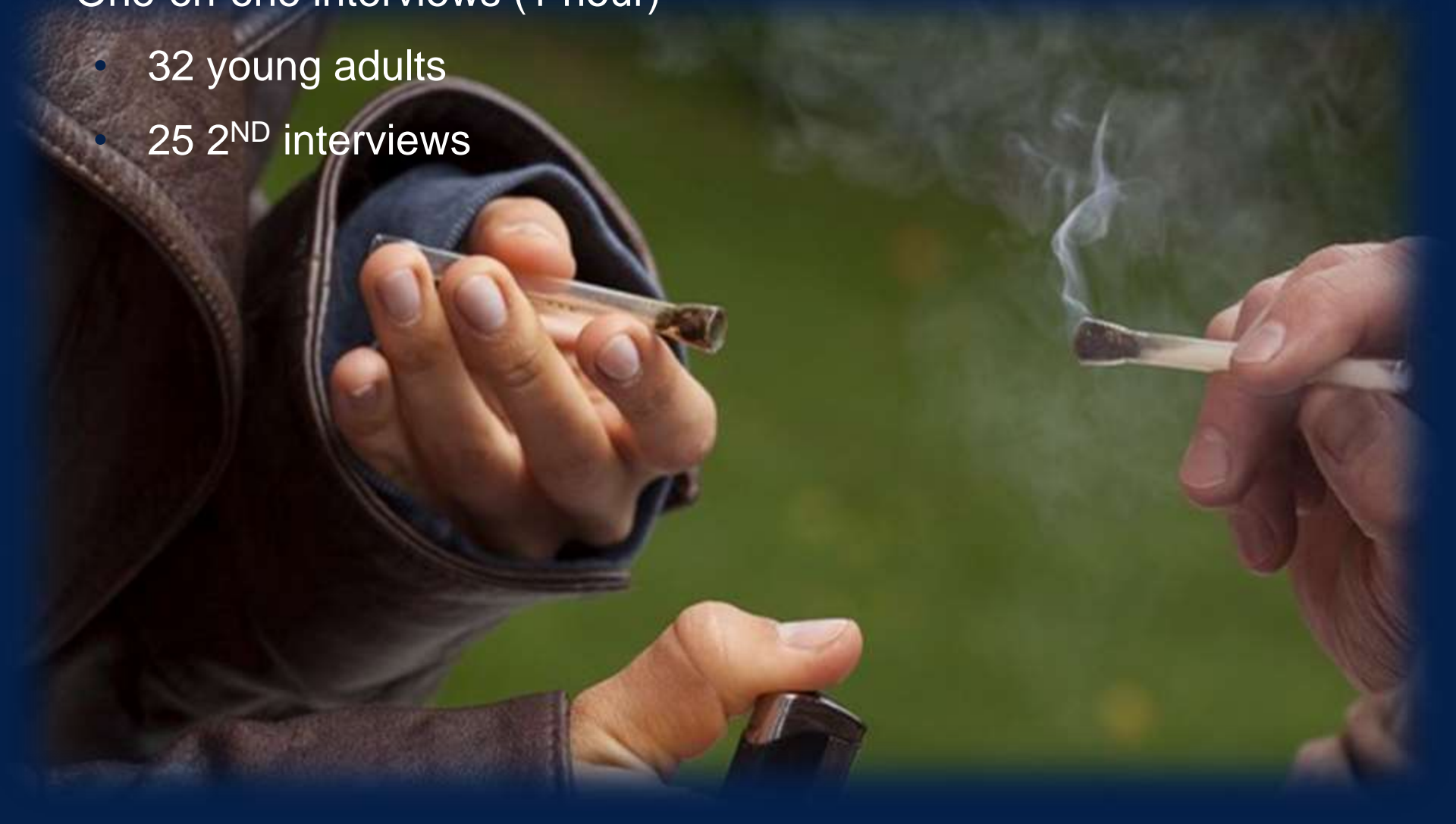
**Least Harmful**



# Data collection

One-on-one interviews (1 hour)

- 32 young adults
- 25 2<sup>ND</sup> interviews

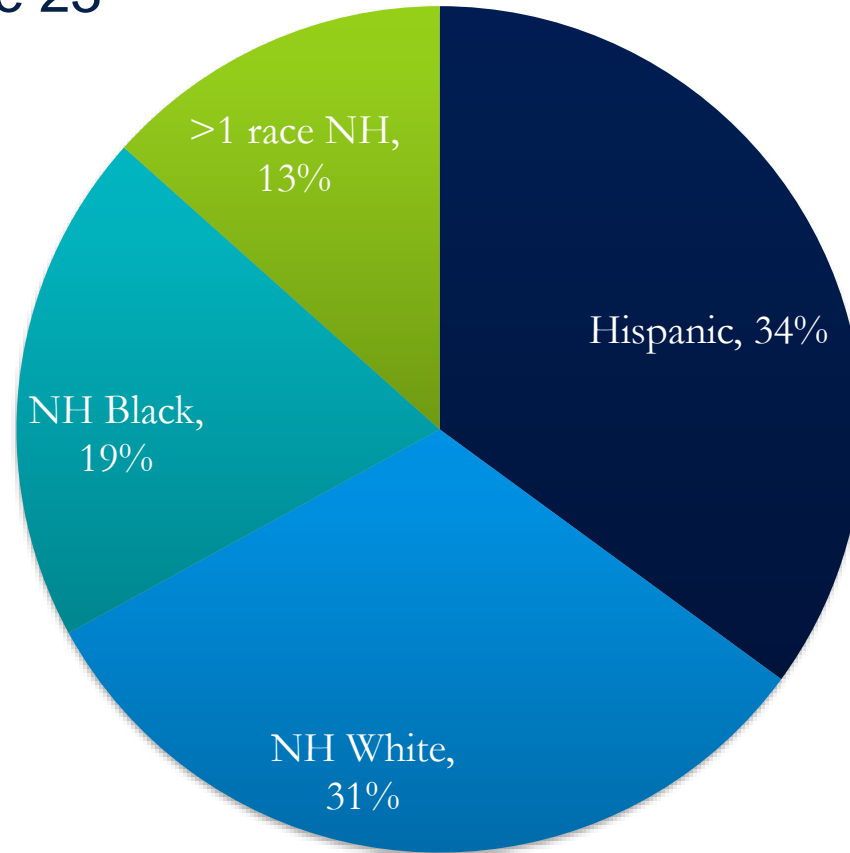


# Picture sorting task



# Participants ( $N=32$ )

- Age 18-26, mean age 23
- 44% women



94% Cannabis, 44% daily  
44% Smokers, 16% daily

# Results

Combustion

Medicinal

Potency

Chemicals

Addiction

# Combustion

Smoking was considered more harmful than non-combustible products



- “In terms of [marijuana] edibles...there’s no carcinogens, no pathogens or anything going into your lungs. [With] vaporization, there is really no smoke...eliminating the same thing that the edibles eliminate. It’s safer for your lungs.”

# Medicinal



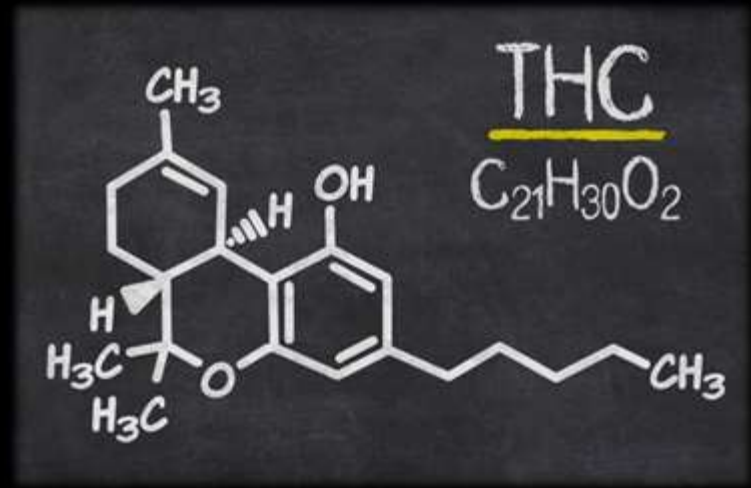
Health risks of combusted marijuana were balanced by perceived medicinal benefits

“I know smoking in general is bad for your lungs... but weed out of all these, to me, is not as harmful... because they suggest it to cancer patients. It's medicinal.”

# Potency

Edibles and marijuana concentrates were perceived as more dangerous than smoking marijuana flower because of the potential to receive too high a dose of THC (tetrahydrocannabinol)

“I still think that the dangers of a panic attack from a vaporizer or an edible outweigh possible dangers of inhaling smoke from cannabis.”







# Potency

Using marijuana concentrates through a “dab rig” was associated with harder drugs for some

“...it just feels very meth-like to me, or looks like something the FBI could kick down my door for. So it's just not something I have any desire to do.”



# Chemicals

Products containing chemical additives were more harmful than “pure” or “natural” plant products (marijuana flower)

“They do say marijuana has more tar than tobacco. But I don't know if the body can break that down easier, because it's just a natural tar, as opposed to a chemical-filled tobacco product.”



# Addiction

Participants recognized physiological addiction to nicotine, but primarily talked about psychological or lifestyle dependence on marijuana



“I feel that for a lot of people, especially in Colorado, it's very much emotionally dependent, mentally dependent, on marijuana...”

# Source of knowledge

Personal experiences,  
warning labels, campaigns,  
the media, and opinions of  
product retailers and  
medical practitioners

“Generally when things make  
you feel bad, they’re bad for you.”



TO HAVE SOME  
YOU MUST BE 21

GOOD  KNOW

MILE HIGH



**FAMILY DOLLAR**

1700 E  
Gilpin St

EAST  
70  
40  
287

conoco

conoco

259

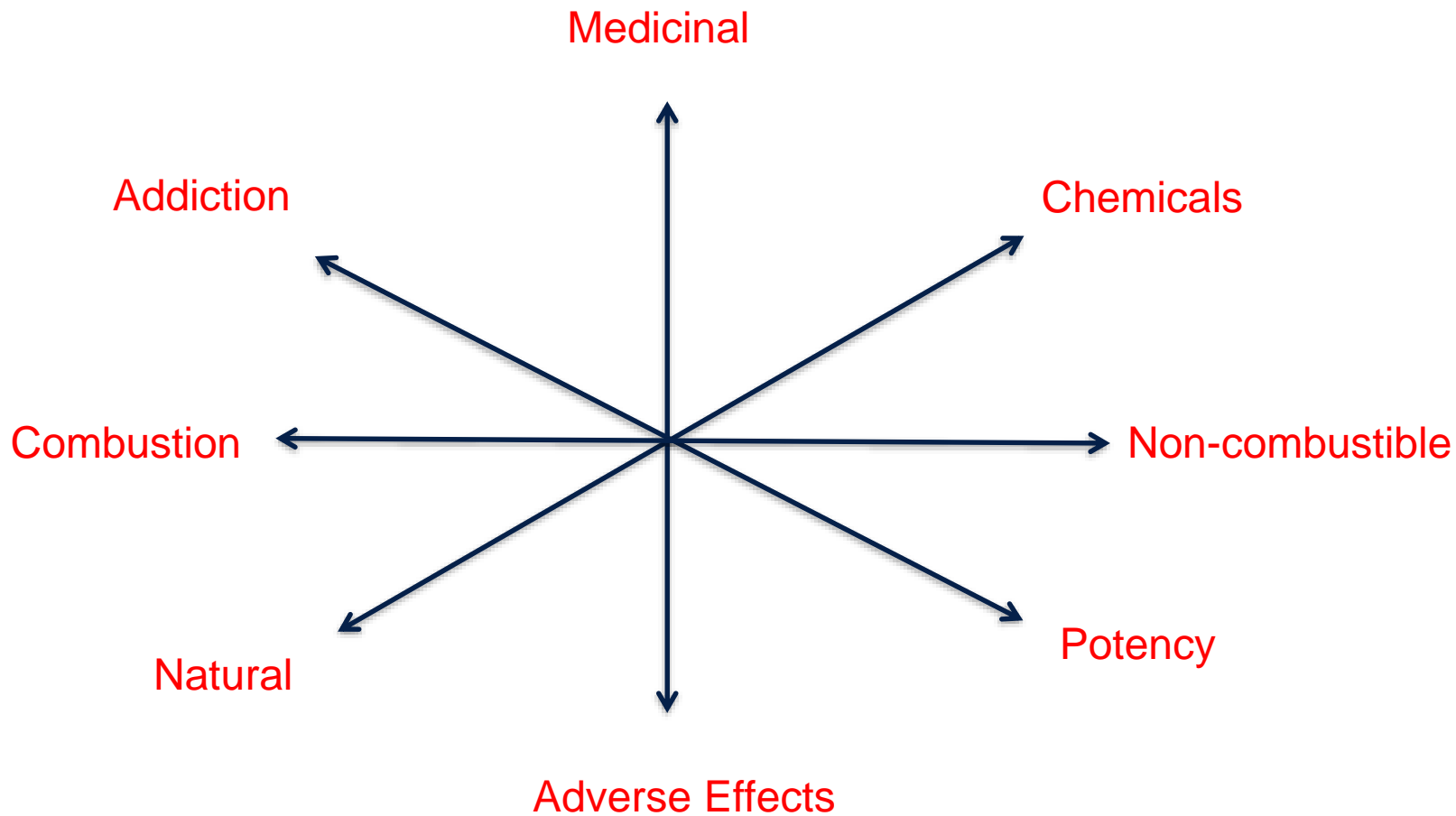
Square



Combustion



Non-combustible



# Fighting Back



**WARNING: SMOKING CAUSES IMPOTENCE**

©2004 U.S. Department of Health Services



# COMMON **YOUNG ADULT** PEER CROWDS



**PARTIER**



**URBAN**



**LGBT**



**HIPSTER**

**COUNTRY**



**HOMEBOODY**

**YOUNG PROFESSIONAL**

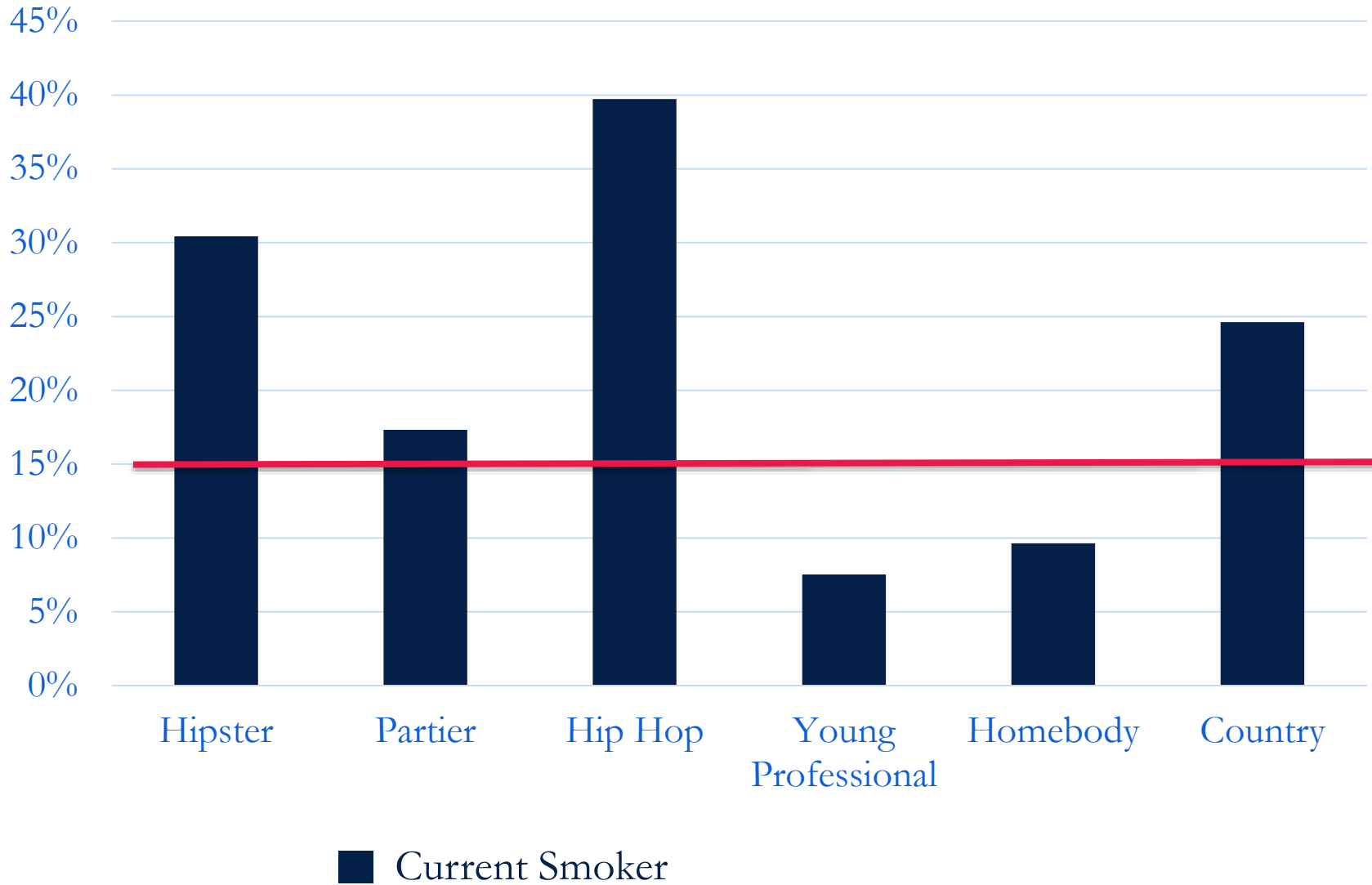


# Peer Crowd Segmentation

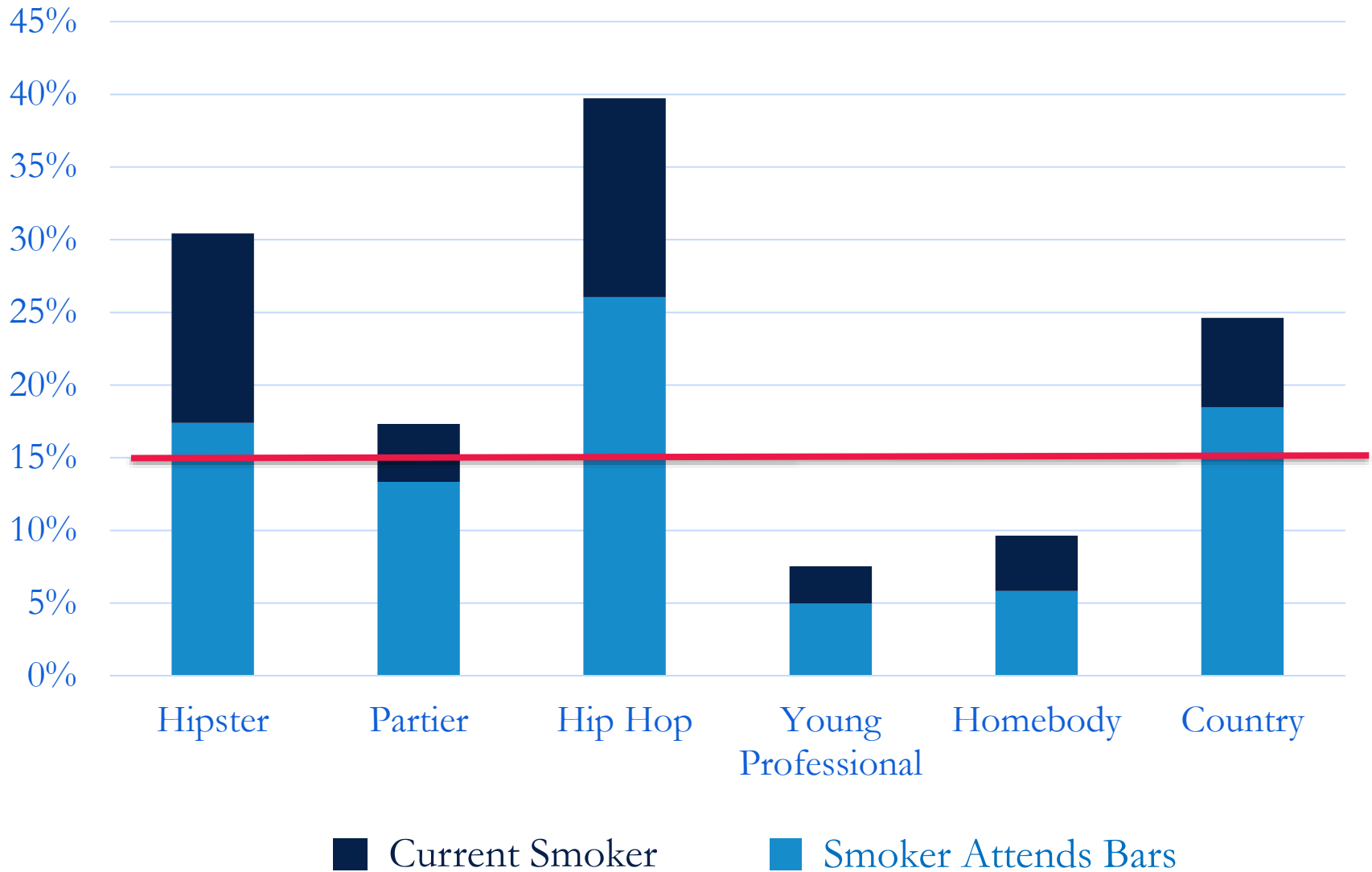
- 5 minute intercept surveys
- Fast and easy
- Select pictures to identify friends
- Affiliation with different peer crowds is scored



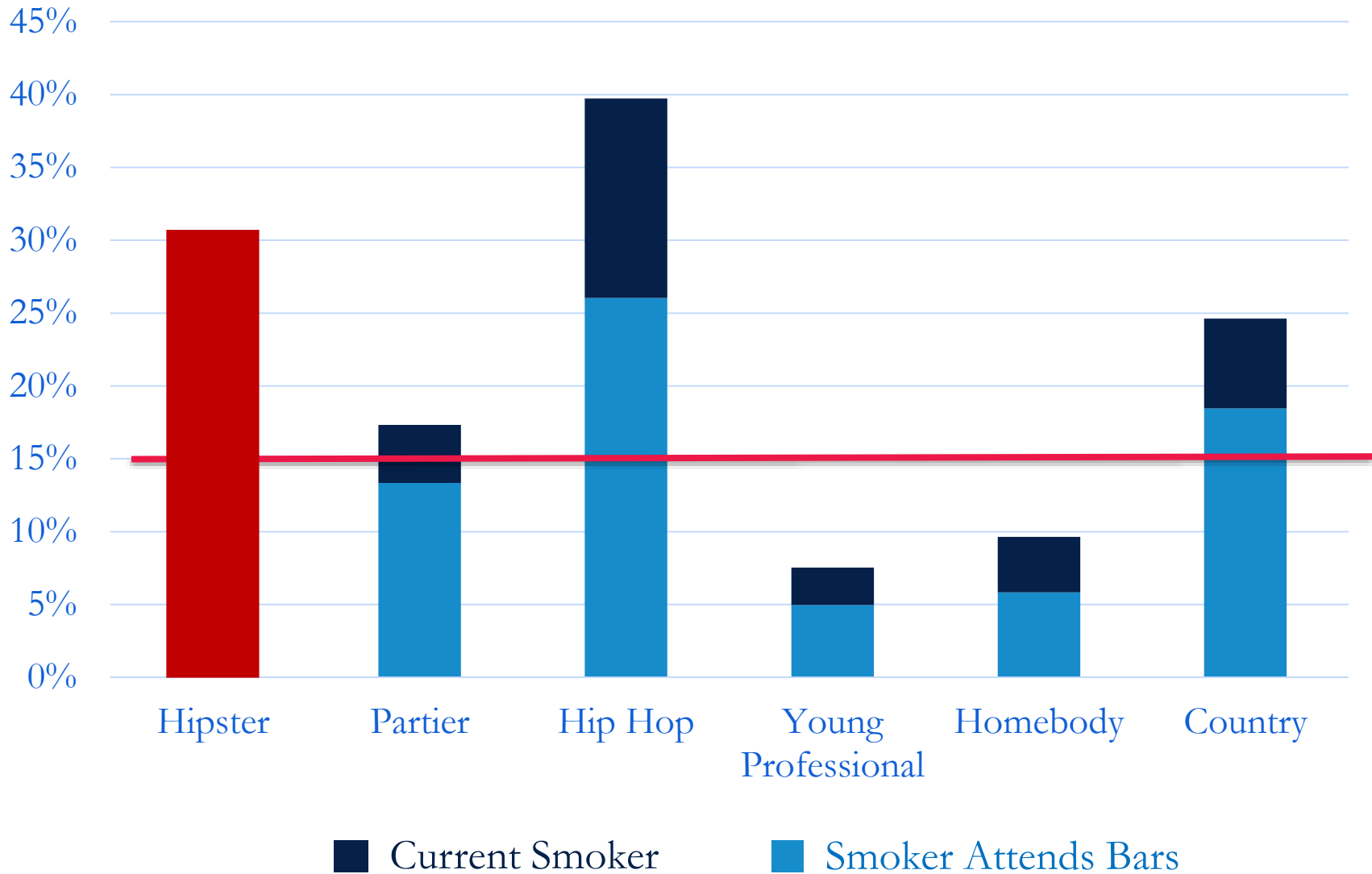
# Smoking Among Bay Area Young Adults 2014



# Smoking Among Bay Area Young Adults 2014



# Smoking Among Bay Area Young Adults 2014



TOKEN GLASSES A LA  
BUDDY HOLLY, RIVERS  
CUOMO OR MALCOM X

MESSY HAIR AND GENERAL  
UNKEPT APPEARANCE

HOODIE: PROBABLY  
AMERICAN APPAREL

PLAID UP THE YING YANG

EMPTY STOMACH/FULL  
STOMACH OF BAD FOOD  
FROM BURWASH

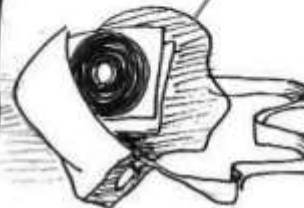
CIGARETTE, OBVI

SKINNY JEANS  
(OR IF IT'S A CHICK, MOM  
JEANS, COMPLETE WITH  
PLEATS)

COMBAT BOOTS OR HIGH  
TOPS

6-PACK OF PABST BLUE  
RIBBON

BEAT MESSENGER BAG  
CONTAINING RECORDS OF  
THAT-BAND-YOU-DON'T-KNOW

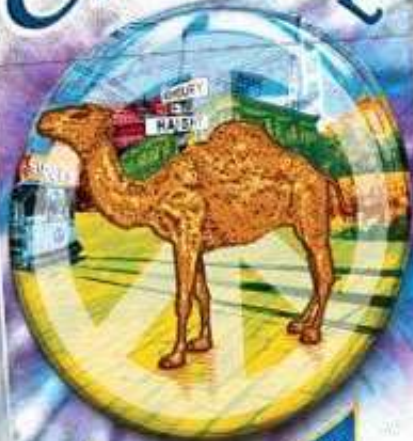


# Who are Hipsters?

## Qualitative Research

- Perceived as “the smokers”
- Focus on local art and music scene
- Authenticity - Skeptical about ‘wannabees’
- Experiential
- Anti-corporate sentiment
- Pro-environment, animals

☺ BLUE ☺  
**CAMEL**



**THE HAIGHT**  
SAN FRANCISCO

LOOK FOR THIS PACK COMING SOON!

# THE HAIGHT SAN FRANCISCO

The Summer of Love, protests to be civil and a rainbow of counterculture. Whether you started here or put flowers in your hair, grabbed a drum and hitched a ride on a painted minibus, Camel lights up this little piece of San Francisco that pulses with the spirit to evolve, revolve or revolt and follows the force to break free.





com  
mune

0223

with  
Jamuel Saxon  
DJ P-Star

FREE 9PM WHISTLESTOP

EDM-RELEASE

com  
mune 0126  
The Slowwicks  
DJ Snakehips



**COMMUNE IS A MOVEMENT OF ARTISTS, DESIGNERS, MUSICIANS, AND PEOPLE THAT TAKE A STAND AGAINST TOBACCO CORPORATIONS AND THEIR PRESENCE IN THE ART AND MUSIC SCENE.**





NEXT COMMUNE

**AUGUST 20**

FRESH AND ONLYS & MORE.

9PM / FREE W/ EMAIL RSVP / ELBO ROOM

[ABOUT](#)

[THE FACTS](#)

[ARTIST POSTERS](#)

[QUIT GROUPS](#)

[FEATURED LOCAL](#)

[PAST EVENT PHOTOS](#)

[JOIN](#)

# FEATURED LOCAL



**URBAN SEED**



**ANDREW  
MCGRANAHAN**



**JACK CARR**

# SEE WHO HAS WORKED WITH COMMUNE

ALL VENUES / DJs / DESIGNERS / BOUTIQUES / BANDS / ARTISTS

Owl Paws

NITEPPL (LIVE)

Commissure

Grill Cloth

Bio Sexual

Wiles

Twin Steps

The Spyrals

Meat Market

Bonnie & The Bang Bang

Pixel Memory

Buffalo Tooth

Religious Girls

Golden Drugs

Evil Eyes

Unstrung

Mean Streets

Creepers

Alien Angel Brigade

Growwler

Urthdance

The Hot Dark

Yellow Belly

The Tambo Rays

Down and Outlaws

Warm Soda

FACT: AN ENTIRE TREE IS BURNED TO CURE THE TOBACCO NECESSARY FOR JUST 15 PACKS OF CIGARETTES. THROUGH THIS PROCESS, THE TOBACCO INDUSTRY CAUSES 494,000 ACRES OF DEFORESTATION EVERY YEAR.

THIS DOESN'T EVEN INCLUDE THE PAPER OR PACKAGING.



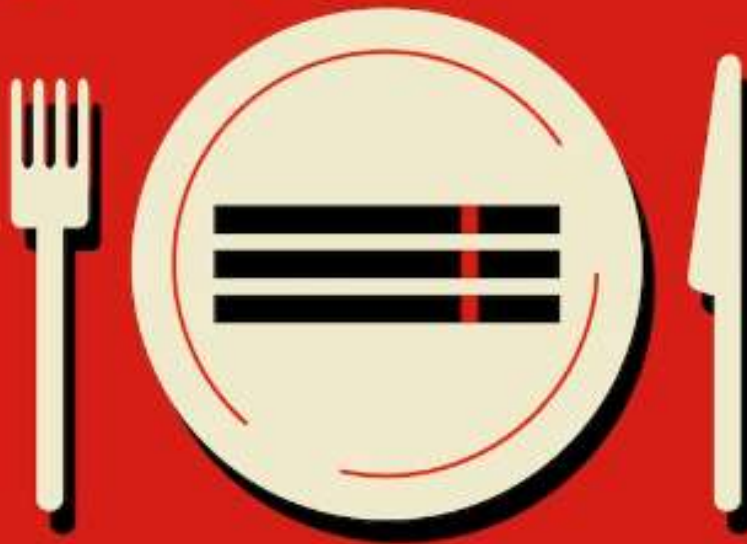
Ready to Quit? Call 1-800-NO-BUTTS (66-28887)

[www.johnthecommune.com](http://www.johnthecommune.com)

Limited Edition COMMUNE Poster Design By Brian Zager # /100

Brian Zager

FEED NEED NOT  
GRIEVE



READY TO QUIT? CALL 1-800-NO BUTTS (662-8887)

**FACT:** MORE THAN 60% OF TOBACCO-GROWING LAND IS LOCATED IN LOW-INCOME COUNTRIES WHERE TOBACCO IS CULTIVATED AS A CASH CROP FOR EXPORT. UP TO 20 MILLION PEOPLE COULD BE FED IF ALL TOBACCO CROPS WERE REPLACED WITH FOOD CROPS.



# COMMUNE

Limited Edition

COMMUNE POSTER DESIGNED BY

Lucy Duarte



The Tobacco Industry has conducted experiments on animals for decades. In some experiments, beagles were strapped down and fitted with face masks, which forced them to inhale smoke from lit cigarettes. This research led to discoveries on how to make cigarettes more addictive to humans.

Lucy Duarte

# NATURAL AMERICAN DEATH



READY TO QUIT? CALL 1-800-NO-BUTTS

**COMMUNE WEDNESDAY WARNING:** Nicotine occurs naturally in tobacco plants as either an acid or a base. The acidic form is more stable, and therefore more concentrated. The basic form, known as "free-base" nicotine, is volatile, especially when smoked. Just as smoking "crack" causes vaporized cocaine to reach the brain within seconds, freebase nicotine also has an almost instantaneous effect on the central nervous system, making addiction more likely. The brand with the most free-base nicotine? The "Natural American Spirit" cigarette. American Spirit cigarettes contain 36 percent free-base nicotine, compared with 9.6 percent in a Marlboro, 2.7 percent in a Camel, and 6.2 percent in a Winston.

I WANT TO KILL YOU



# Commune Dvice

TOBACCO COMPANIES KILL

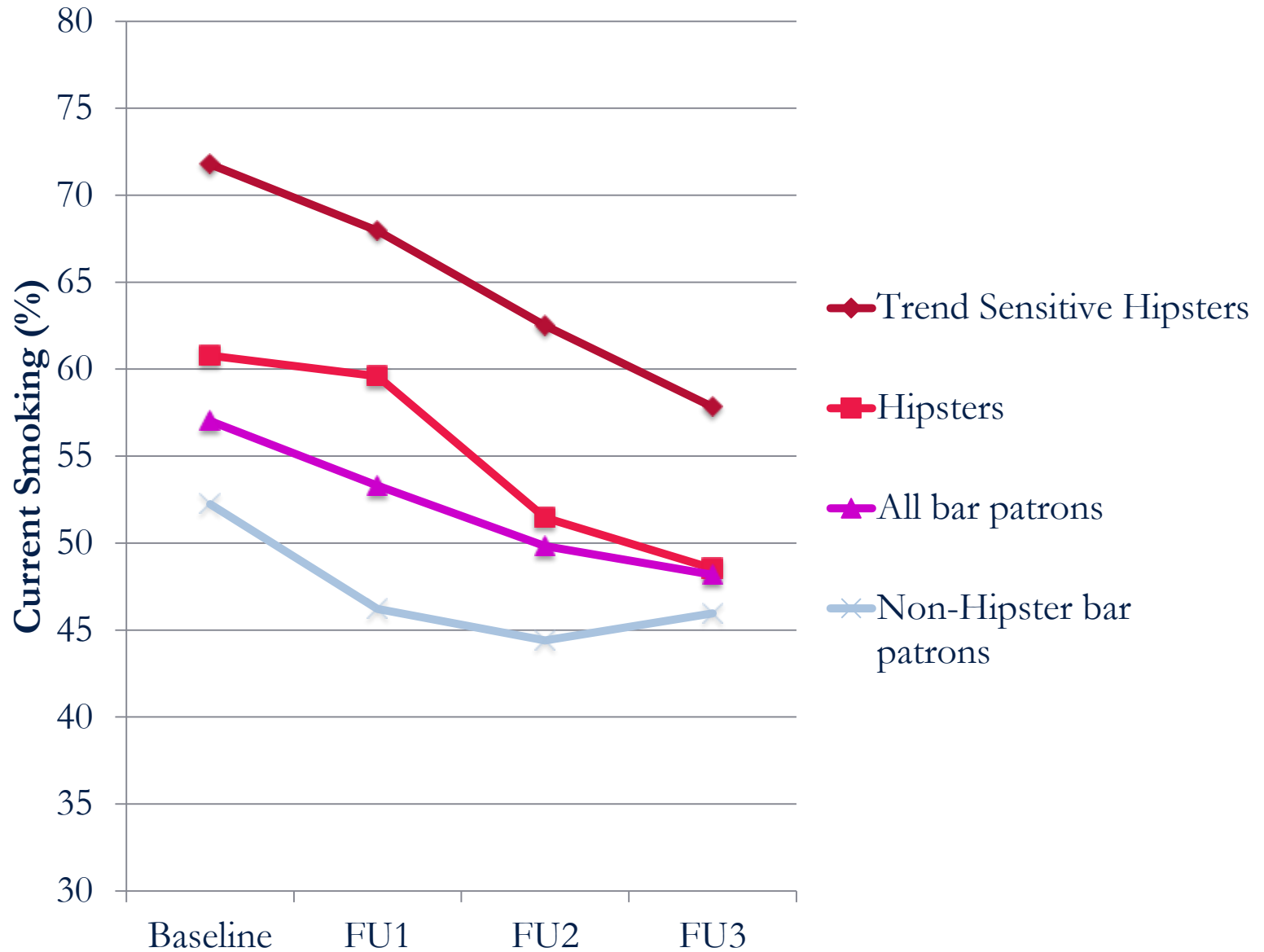
# SMOKING CAUSES IMPOTENCE



# WHY?

BECAUSE SMOKING CAUSES  
PENILE ARTIAL LESIONS, MAKING SMOKERS  
MORE LIKLY TO BECOME IMPOTENT

## Smoking Prevalence in Hipster Bars in San Diego



# Social Branding to Decrease Smoking Among Young Adults in Bars

American Journal of  
**PUBLIC  
HEALTH**

| Pamela M. Ling, MD, MPH, Youn Ok Lee, PhD, Juliette Hong, MS, Torsten B. Neilands, PhD, Jeffrey W. Jordan, MA, and Stanton A. Glantz, PhD

## Wreaking “Havoc” on Smoking

### Social Branding to Reach Young Adult “Partiers” in Oklahoma

Amanda Fallin, PhD, RN, Torsten B. Neilands, PhD, Jeffrey W. Jordan, MA, Juliette S. Hong, MS,  
Pamela M. Ling, MD, MPH

AMERICAN JOURNAL OF  
Preventive  
Medicine



ELSEVIER

JOURNAL OF  
ADOLESCENT  
HEALTH

[www.jahonline.org](http://www.jahonline.org)

Original article

### Evaluation of Bar and Nightclub Intervention to Decrease Young Adult Smoking in New Mexico

Sara Kalkhoran, M.D., M.A.S.<sup>a,1</sup>, Nadra E. Lisha, Ph.D.<sup>a</sup>, Torsten B. Neilands, Ph.D.<sup>b</sup>,  
Jeffrey W. Jordan, M.A.<sup>c</sup>, and Pamela M. Ling, M.D., M.P.H.<sup>a,d,\*</sup>

*Nicotine & Tobacco Research*, 2015, 983–989  
doi:10.1093/ntr/ntu265  
Original investigation

OXFORD

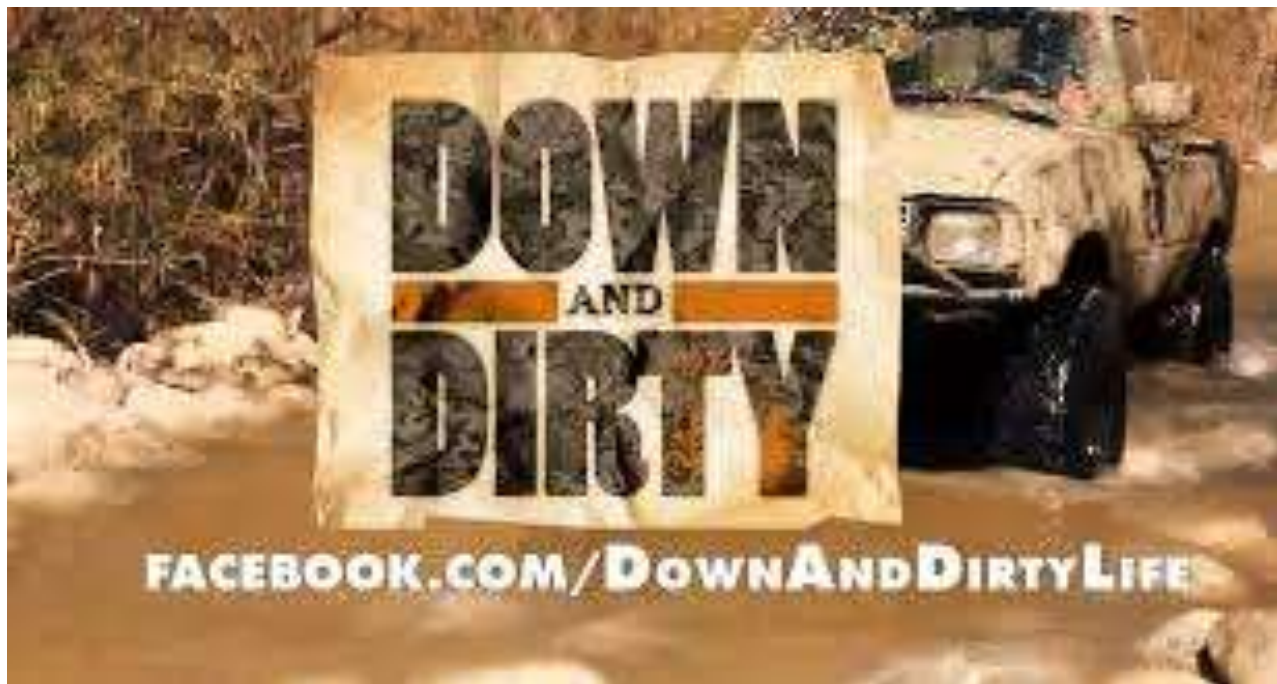
Original investigation

### Social Branding to Decrease Lesbian, Gay, Bisexual, and Transgender Young Adult Smoking

Amanda Fallin PhD, RN<sup>1</sup>, Torsten B. Neilands PhD<sup>2</sup>, Jeffrey W. Jordan MA<sup>3</sup>,  
Pamela M. Ling MD, MPH<sup>1,4</sup>

# Study Design





An aerial photograph of a San Francisco street, likely Market Street, showing a dense urban environment with multi-story buildings. A prominent rainbow flag is visible on a pole in the lower right quadrant of the image. The text 'A community partnership to fight cancer' is overlaid in white on the image.

# A community partnership to fight cancer

LEARN MORE

The San Francisco Cancer Initiative (SF CAN) is a collaborative effort to reduce cancer in San Francisco by engaging health care systems, government, community leaders, and residents.

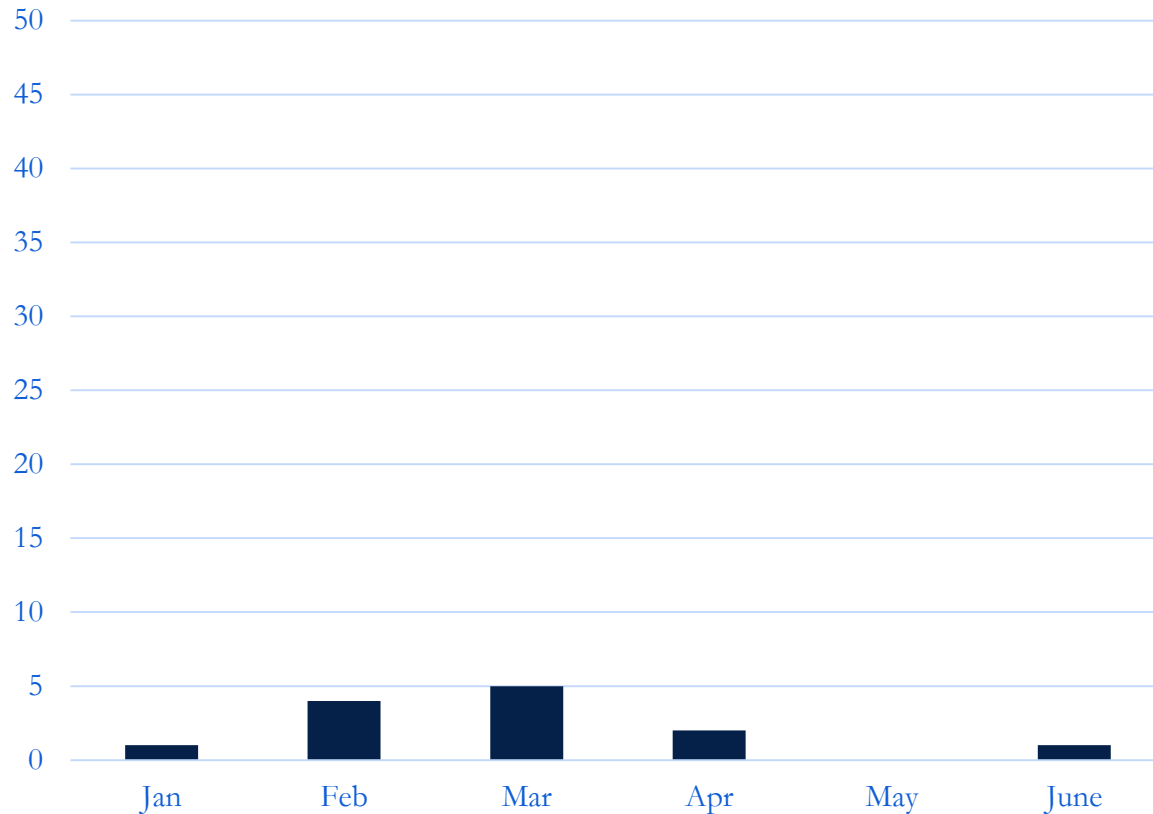


# Smoking Cessation for Young Adults is Important

- 99% of smokers start by age 26
- Quitting smoking before age 30 avoids most morbidity/mortality
  - Young adults are equally likely to try to quit
  - Most quit attempts are unplanned and unassisted



# Calls to Quitline by Young Adults



San Francisco County, 2016

# QUIT GROUPS

Quitting's a Bitch,  
but **Commune**



f Tobacco Status Project

Pamela Home Find Friends

**T** **S**  
**P**

*Update your Tobacco Status*

Tobacco Status Project  
@TobaccoStatusProject

Home  
About

Like Follow Share More

Send Message

Danielle Ramo



COMMUNE

S MOKEFREE  
SOCIAL

Old Image



We understand that stopping smoking is not easy. On a scale of 1-10, how confident are you that you COULD quit smoking if you tried?  
#motivation

New Designed Image



How confident are YOU that you could quit smoking?

## Old Image



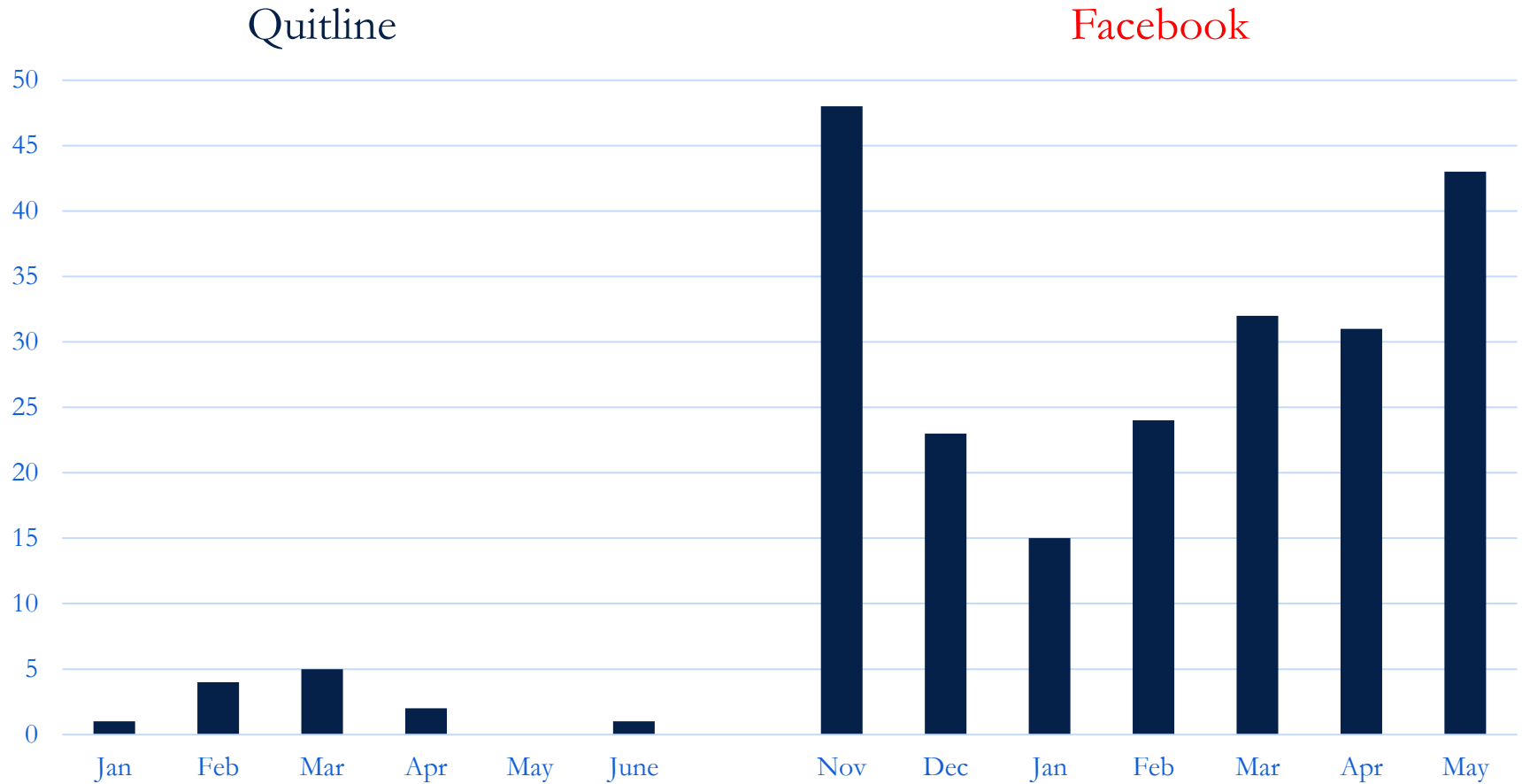
Great smoking-substitutions can help you break the smoking associations you've developed. Tell us which one of these replacements to smoking you like best and tell us how it breaks your mental cycle around smoking. #feelinghealthy

- Rather than smoke in the car, drink your coffee in the car
- Go to a place where you are not allowed to smoke
- Have a healthy snack or chew gum

## New Designed Image



# Young Adult Smoking Cessation Access 2016-2017



San Francisco county, 2016-2017



# Key lessons learned

- Tobacco marketing causes initiation and continuation of smoking
- Targeted marketing exacerbates tobacco disparities
- New products claim harm reduction
- Marketing of new products suggests business as usual
- Marijuana legalization is going to affect tobacco use
- Creative, scalable counter-marketing interventions are feasible
  - Significant decreases in smoking and binge drinking
  - Psychographic segmentation adopted by States and the FDA
- We can make smoking cessation cooler!

# Supporting your patients

- Ask all patients about ALL tobacco product use (cigarettes, little cigars, e-cigarettes)
- Personalize counseling to their medical conditions and life context
- Create environments that support cessation
  - Smoke-free homes and cars
  - Smoke-free substance use and mental health treatment settings
- Suggest smokers remove themselves from tobacco mailing lists
  - Direct mail, email, apps
  - Coupons are designed to keep them smoking

# Clinical advice on e-cigarettes

- Questions about e-cigarettes may signal willingness to quit
  - Opportunity for discussion
  - Support quit attempt
- Correct misperceptions
  - Not “harmless water vapor”
  - Not approved for smoking cessation
- If patient insists on using e-cigarettes
  - Discourage dual use of cigarettes and e-cigarettes
  - Set a quit date for e-cigarettes
  - Do not expose others to the aerosol

# Advocacy and Community Action

- Include e-cigarettes in tobacco free policies
- Prohibit cessation and health claims
- Apply cigarette advertising restrictions to electronic cigarettes
- Support local flavor and menthol bans
- Beware the pharmaceuticalization of tobacco companies
- Apply lessons learned from tobacco to marijuana
  - Warning labels
  - Strong media campaigns
  - Include in smoke-free policies
  - Advertising and retailer density limits

# San Francisco, Big Tobacco set for a showdown over flavored products

- San Francisco's board of supervisors voted Tuesday to uphold its flavored tobacco ban despite a petition against the initiative. The measure will now be added to the June 5, 2018, ballot.
- R.J. Reynolds, a subsidiary of British American Tobacco, has spent nearly \$700,000 to fund an opposition campaign.
- Reynolds owns Newport, the most popular menthol cigarette.

[Angelica LaVito](#)

Published 5:02 PM ET Wed, 6 Sept 2017 | Updated 7:06 PM ET Wed, 6 Sept 2017





Let's Be Real San Francisco submitted 34,000 signatures from San Francisco voters, nearly double what was needed, to put the measure on the ballot. It was an unprecedented amount of signatures submitted in record time.

San Francisco voters will have the opportunity to vote to overturn this ban in June 2018, on the Primary Election ballot.

## Make Your Voice Heard

Join the campaign to  
overturn the ban today!

Name

Email

Phone Number

Zipcode

**GET INVOLVED**



STAVOS.NL

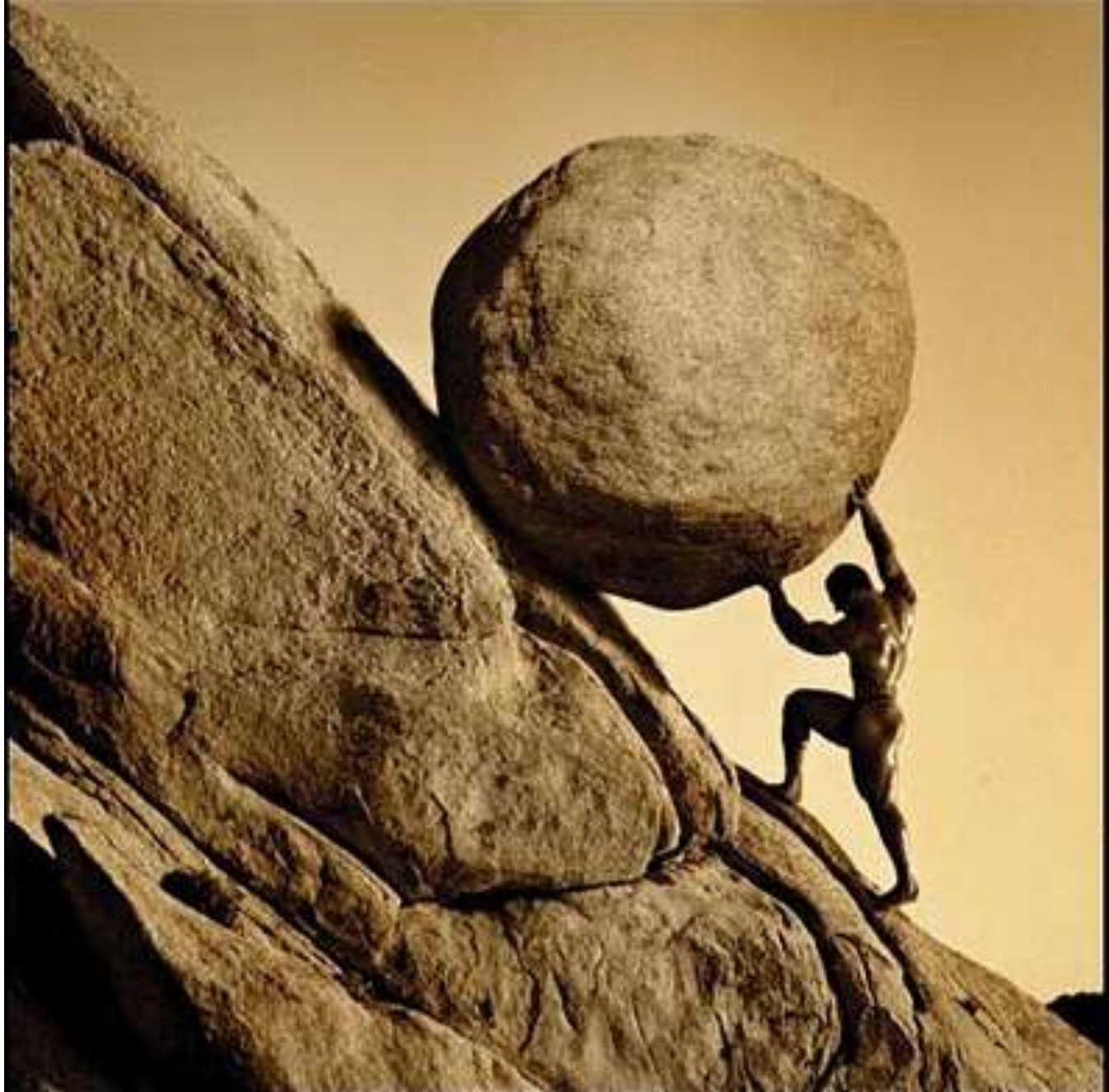


Photo: Gerard Van der Leun via Flickr





UP TO 5.7LBS OF  
WOOD IS BURNED TO  
CURE THE TOBACCO  
NECESSARY TO MAKE  
JUST ONE PACK OF  
CIGARETTES.

THROUGH THIS PROCESS,  
THE TOBACCO INDUSTRY  
CAUSES 494,000 ACRES OF  
DEFORESTATION EVERY YEAR.

THIS DOESN'T EVEN INCLUDE  
THE PAPER OR PACKAGING.



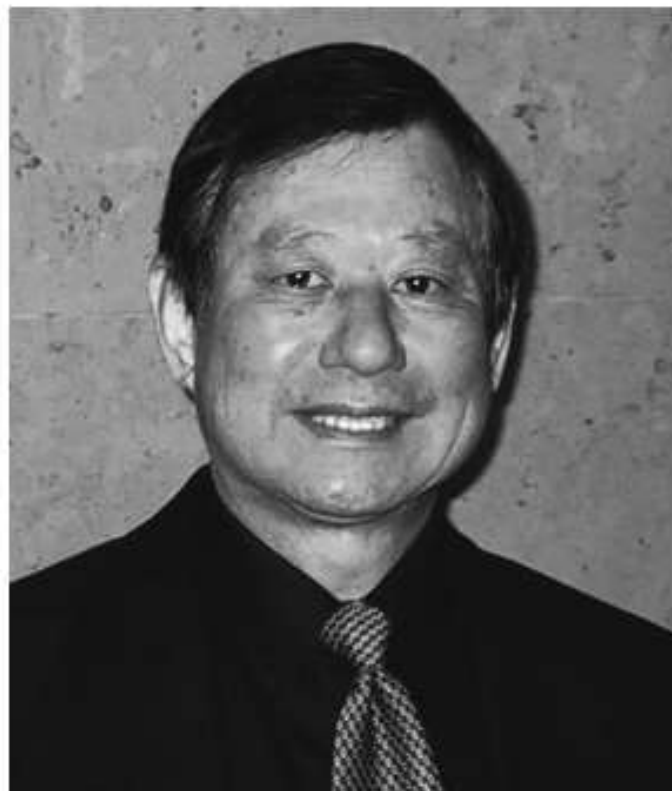
READY TO QUIT? CALL 1-800-NO-BUTTS • JOIN THE COMMUNE.COM • LIMITED EDITION COMMUNE POSTER DESIGN BY UBIN LI # 7100

Artist: Ubin Li

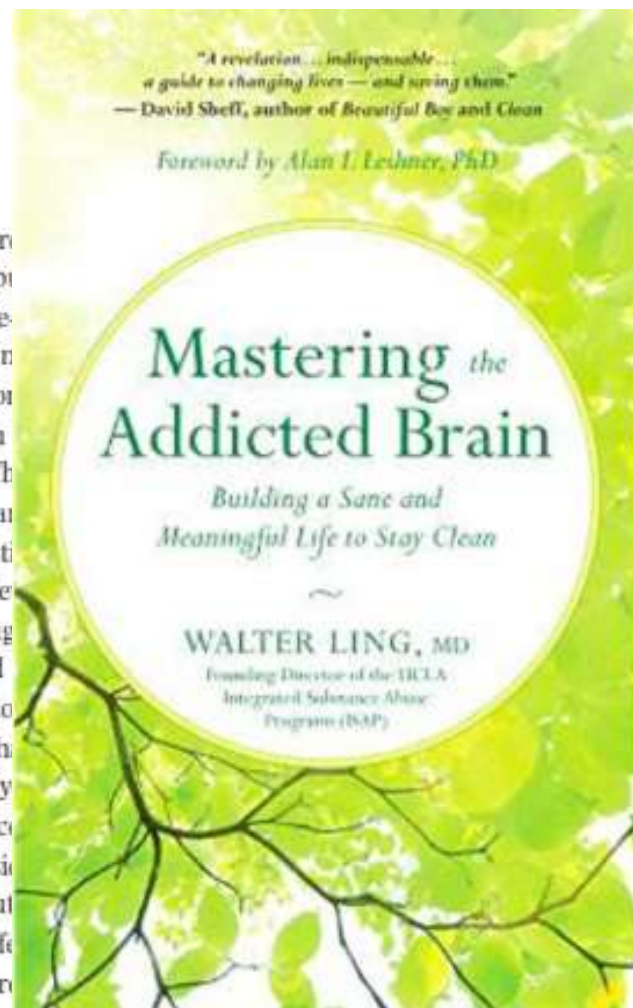


Heather Katsoulis via Flickr

## Conversation with Walter Ling

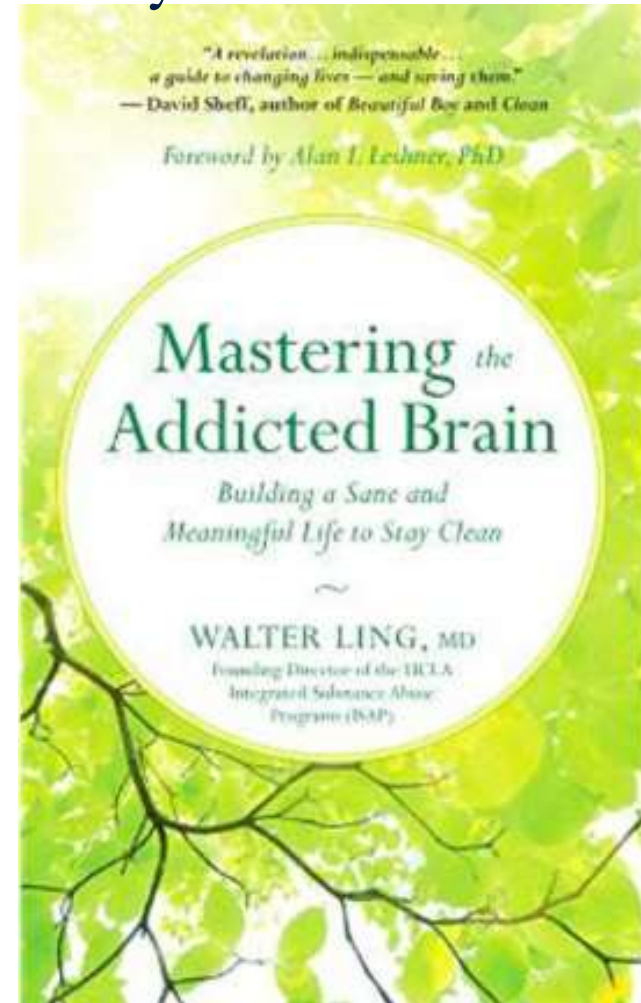


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# Recovery includes becoming responsible members of the community

“...a ‘community’ is simply any collection of people who are or feel connected, who help and depend on one another...community is the foundation of longevity and happiness”



NO WONDER TOBACCO EXECUTIVES  
HIDE BEHIND SEXY MODELS



*Truth*

WARNING: Their brand is  
lies. Our brand is **truth**