

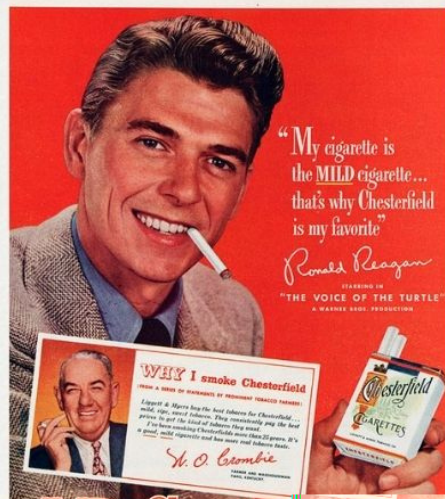
To keep a slender figure  
No one can deny...



MORE PEOPLE SMOKE CAMELS  
than any other cigarette!



CHESTERFIELD  
BEST FOR YOU



You've come a long way, baby.



# SMOKING TOBACCO ACROSS DIFFERENT ERAS

In the early 20th century, lung cancer cases were rare, but by 1950, it became the most common cancer among American men. Initially, people didn't widely recognize the link between tobacco and lung cancer because smoking was very common in American society, and the tobacco industry was crucial for the economy. Since the United States led in tobacco production and manufacturing, it provided many jobs and revenue. The invention of the cigarette machine in the late 1800s made smoking more accessible, and its convenience made it popular, especially during World War I. World War II further increased cigarette popularity, with surveys showing that after the war, over half of American men and about a third of women were smokers.



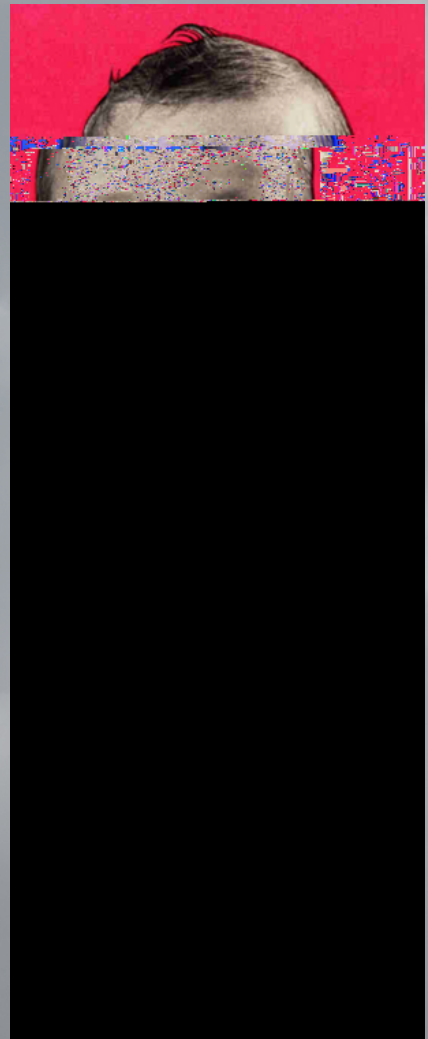
In the 1950s, studies began to reveal a connection between smoking and lung cancer, with significant findings from studies in the US and UK showing a strong link. Despite some initial doubts, scientists agreed in 1957 that smoking too much could cause lung cancer. The Surgeon General at the time confirmed this, stating that smoking cigarettes was a major cause of lung cancer, bronchitis, and possibly other diseases.



# SMOKING TOBACCO ACROSS DIFFERENT ERAS

The 1957 report greatly influenced efforts to regulate tobacco. In 1961, health organizations urged President John F. Kennedy to establish a commission on smoking, leading to meetings at the National Institutes of Health with over 150 experts reviewing studies on smoking and health. In 1964, the next Surgeon General published "Smoking and Health," the first governmental report to gain widespread media and public recognition of smoking's health consequences.

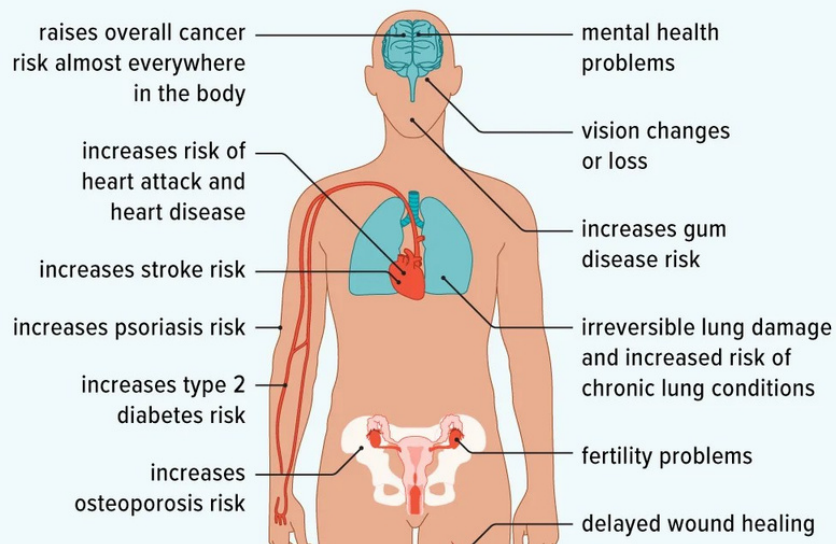
Studies and reports at the time focused only on men, prompting tobacco companies to target women in their marketing. Regulations, like banning cigarette ads on TV and radio in 1970 and later on billboards and sponsorships in 1995, forced tobacco companies to change their advertising, offering incentives and creating programs like Marlboro Miles in the 1980s & 1990s. Over time, rules like warning labels on cigarette packs (1965), recognizing secondhand smoke as harmful by the EPA (1992), & banning smoking on flights (2000) have played vital roles in controlling tobacco. Raising the federal minimum age for buying tobacco to 21 in 2019 was another step toward regulating tobacco & improving public health.



# THE HARMFUL EFFECTS OF SMOKING TOBACCO

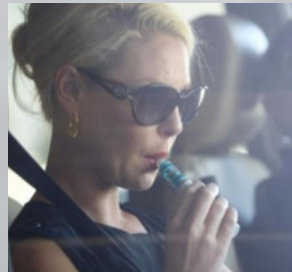
Cigarette smoking is the primary cause of cancer in the United States and is responsible for about 30% of all cancer cases. Its harmful effects contribute to around 16 million Americans experiencing chronic diseases including cancer, heart problems, stroke, and lung diseases such as COPD, diabetes, emphysema, and chronic bronchitis. Smoking also increases the risk of tuberculosis, eye diseases, and immune system disorders like rheumatoid arthritis. The impact of smoking on death rates is significant, surpassing the combined casualties of all US wars. Notably, about 90% of lung cancer deaths are directly linked to smoking, with more women dying from lung cancer each year than breast cancer. Smokers have much higher risks of heart disease, stroke, and lung cancer compared to non-smokers, with estimates showing the risk of lung cancer is 25 times higher for men and 25.7 times higher for women who smoke. Overall, smoking leads to poor health, increased work absences, and higher healthcare costs.

## Effects of Smoking on the Body





# PRESENT-DAY SMOKING



Since 1975, lifetime tobacco use rates have dropped, with current cigarette use down by 42.4% since 1965. However, despite these declines, tobacco use remains among 13% of Americans, totaling 30.8 million. Tobacco use causes around 480,000 deaths annually, nearly one in five deaths, including 42,000 from secondhand smoke exposure. While fewer people are starting to smoke, many are turning to other tobacco products and e-cigarettes. Alarming, 3,200 new individuals under 18 of age are starting to smoke daily. Additionally, 7 out of 10 adult smokers report wanting to quit. **It is estimated that if everyone in the US stopped smoking, one-third of cancer deaths could be prevented.**

Tobacco companies have shifted to alternative nicotine products like patches, gum, and vapes to maintain growth and profits. E-cigarettes, first patented in China in 2004, evolved into products like Juul, and are now banned in over 30 countries. Despite claims of helping quit smoking, evidence is scarce. Some think vaping is safer, but it still carries risks and might make smoking seem normal again, reversing tobacco control progress. As of January 2024, the FDA has approved 23 e-cigarettes for use. However, counterfeit vape products, which mimic FDA approved-brands, flood the market with undisclosed and harmful substances. This jeopardizes consumer safety and has resulted in many hospitalizations and negative health effects among teenagers & young adults.

# CIGARETTES VS. E-CIGARETTES

When comparing cigarettes to e-cigarettes, the difference in chemical content is striking. Cigarette smoke contains over 4,000 chemicals, including 55 known cancer-causing substances like carbon monoxide, formaldehyde, and arsenic. In contrast, **e-cigarettes** lack the toxins found in traditional cigarettes, though they can **contain up to 40 mg of nicotine, compared to the 12 mg in cigarettes**. Despite limited research on the effects of vaping and nicotine, e-cigarettes provide higher nicotine doses than cigarettes, which leads to higher overall rates of consumption.

E-cigarettes carry major health risks because of nicotine addiction and exposure to harmful chemicals. Many serious lung injuries, even deaths, have been tied to e-cigarette use. Despite what advertisements say, studies show e-cigarettes might cause problems like asthma and chronic bronchitis and could lead to regular smoking, especially for young people. Research shows they can harm the brain, heart, and lungs, causing airway damage, inflammation, and weakened immune systems. Nicotine is very addictive, especially when started in youth, making the health dangers of e-cigarettes even worse.

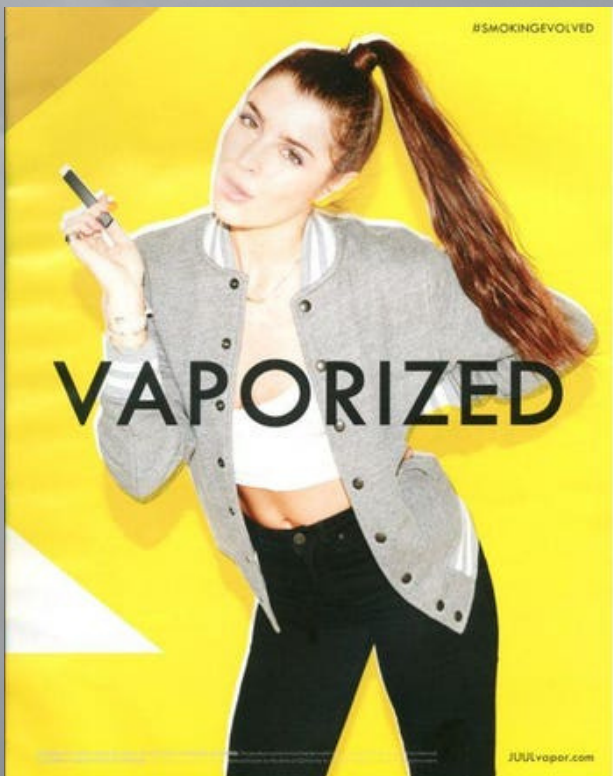




# CIGARETTES VS. E-CIGARETTES

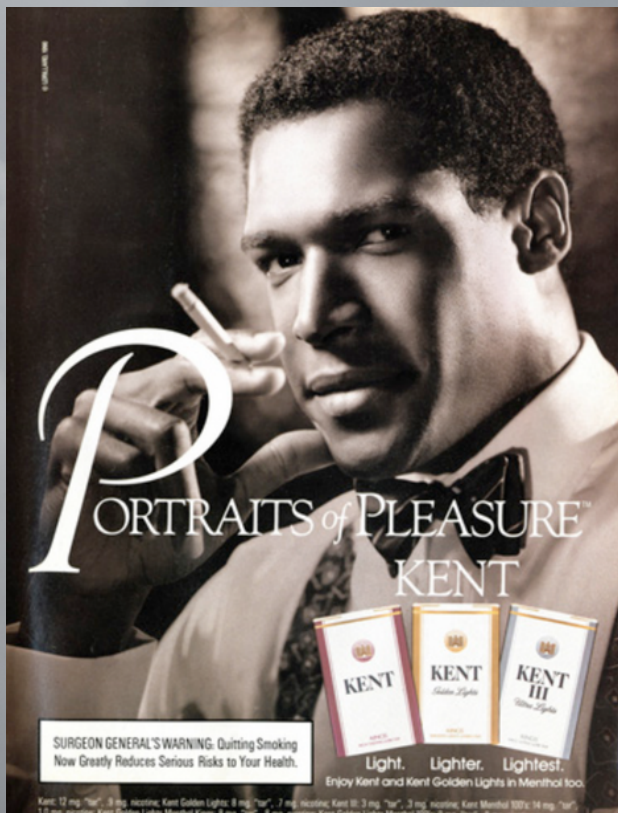
Tobacco ads of the past used misleading tactics to glamorize smoking, with fake medical claims, celebrity endorsements, and appeals to youth with sweet flavors. Despite efforts to curb youth exposure, research reveals alarming similarities between past tobacco campaigns and current e-cigarette marketing strategies.

For example, the use of celebrity endorsements has further promoted e-cigarettes as a trendy alternative to traditional smoking. Aggressive marketing tactics contribute to nicotine addiction in young people, as e-cigarettes are crafted to be enticing and addictive with a variety of appealing flavors. With major tobacco companies investing in e-cigarette brands, there's worry that today's teen users may become the next generation of traditional cigarette smokers, continuing the cycle of nicotine addiction.





# CIGARETTES VS. E-CIGARETTES



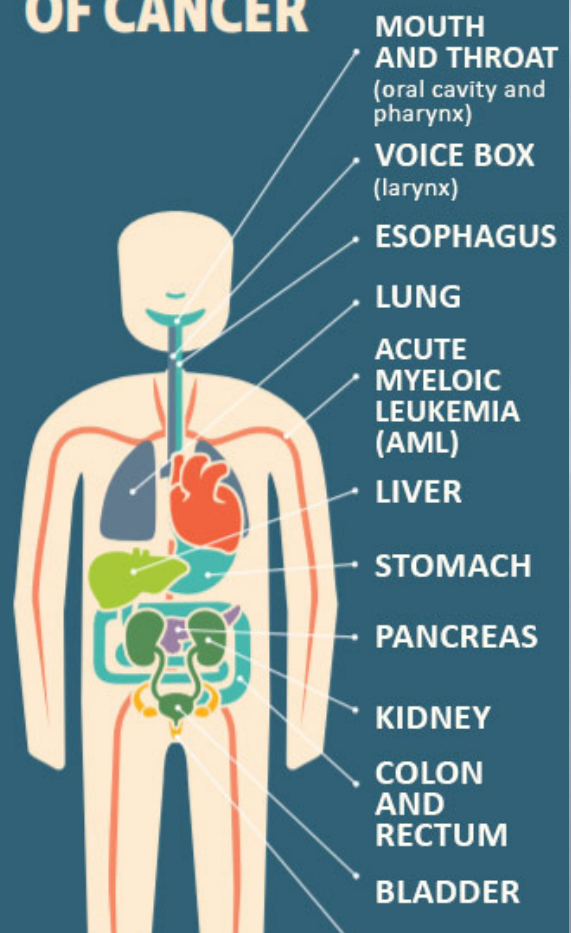


# BENEFITS OF QUITTING SMOKING

Quitting smoking has many health benefits like lowering the risk of diseases and prolonging life. It improves overall health, reduces premature death risk, and can add up to 10 years to life expectancy. By quitting, you can prevent heart disease, lung issues, and cancer, even if you already have conditions like heart disease or lung problems. Pregnant women who quit smoking protect their health and their babies. It also saves money and is important for everyone's health, regardless of age or how long they've smoked. Quitting protects loved ones from secondhand smoke as well. Ultimately, quitting smoking is the best way to lower cancer risk and improve health overall.



## QUITTING SMOKING LOWERS RISK OF 12 TYPES OF CANCER



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