



Tobacco Industry Quotes and Facts Related to Flavored Tobacco

Flavored tobacco products are widely considered to be starter products. The flavors mask the bad taste of tobacco, making it easier for youth to start using. Studies have shown that youth mistakenly believe flavored tobacco products are less harmful than their non-flavored counterparts.¹ Once youth start using one tobacco product, they are more likely to experiment with others.²

Targeting Youth

- The tobacco industry is losing more of its customers. Not only are more tobacco users quitting, every day more than 1,200 people in the U.S. die from smoking.³ With cigarette smoking rates are on the decline in the U.S., the tobacco industry insures its livelihood by creating products and strategies that attract a new generation of tobacco users.
- In 1981, a Phillip Morris research report stated: "It is important to know as much as possible about teenage smoking and attitudes. Today's teenage is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens."⁴
- In 1998, Bennett LeBow, Chairman of Liggett & Myers Tobacco Company, said the following while testifying in court: "If you are really and truly not going to sell to children, you are going to be out of business in 30 years."⁵
- A 1984 R.J. Reynolds internal document stated: "Younger adult smokers are the only source of replacement smokers... If younger adults turn away from smoking, the industry must decline, just as a population which does not give birth will eventually dwindle."⁶
- Terrence Sullivan, a former sales representative for R.J. Reynolds, publicly said that when he asked an R.J. Reynolds executive which young people they were targeting, junior high kids or even younger, the executive replied: "If they have lips, we want them."⁷
- In her 2006 ruling that cigarette manufacturers have violated civil racketeering laws and deceived the American public, U.S. District Court Judge Gladys Kessler stated that the tobacco companies, "have intentionally marketed to young people under the age of twenty-one in order to recruit 'replacement smokers' to ensure the economic future of the industry."⁸

Big Tobacco's Sweet Deception

- A 1972 Brown & Williamson research report, titled "Youth Cigarettes - New concepts," stated: "We believe that there are pipe tobaccos that have a sweet aromatic taste. It's a well known fact that teenagers like sweet products. Honey might be considered."⁹
- A 1978 research report compiled for Lorillard stated: "Pleasant aroma, no after-breath, no stale smoke on clothing or in the hair are all indicative of a psychologically better, healthier

smoke (whether in fact or not). In psychological terms, what tastes and smells good, what one enjoys, cannot be 'so bad'.¹⁰

- In a 1979 memo on fruit-flavored chewing products, one tobacco executive wrote: "Many people felt that younger chewers would be attracted to products with less tobacco taste. For example, it was suggested that we investigate the possibility of borrowing switching study data from the company which produces "Life Savers" as a basis for determining which flavors enjoy the widest appeal."¹¹
- U.S. Smokeless Tobacco (UST) developed a strategy for new users to "graduate" up to higher brands over time. A UST marketing document titled "The Graduation Theory" described the process: "New users of smokeless tobacco – attracted to the category for a variety of reasons – are most likely to begin with products that are milder tasting, more flavored, and/or easier to control in the mouth. After a period of time, there's a natural progression of product switching to brands that are more full-bodied, less flavored and/or have more concentrated 'tobacco taste' than the entry brand."¹²
- In a 1994 *Wall Street Journal* article, a former U.S. Smokeless Tobacco sales representative was quoted saying: "Cherry Skoal is for someone who likes the taste of candy, if you know what I'm saying."¹³
- A 2005 report, "New Cigarette Brands With Flavors That Appeal to Youth: Tobacco Marketing Strategies," in the journal *Health Affairs* found evidence that the tobacco industry developed flavored cigarettes and packaging in order to appeal to young people. The report compiled once secret tobacco industry documents that reveal the tobacco industry's intention to create cigarette flavors that appeal to young people.¹⁴
 - In an article about the report in the *Harvard Gazette*, Carrie Carpenter, the lead author of the report and a research analyst at Harvard School of Public Health, was quoted stating: "Flavored cigarettes can promote youth smoking initiation and help young occasional smokers to become daily smokers by reducing or masking the natural harshness and taste of tobacco smoke and increasing the acceptability of a toxic product."
 - Greg Connolly, an author of the report and professor at Harvard School of Public Health, was quoted in a press release about the report saying: "The packaging and imagery of flavored products serve as powerful new sources of promotion. Also, you'll note the seasonal titles of some of the products. That seasonable association and availability further supports our notion that these cigarettes are designed to be starter cigarettes, rather than those designed and marketed to build brand loyalty."¹⁵

New Products, Same Old Tricks

- Candy- and fruit-flavored cigarettes were banned under the Family Smoking Prevention and Tobacco Control Act in 2009. However, menthol cigarettes, non-cigarette smoked tobacco products and smokeless products were not included in the ban.¹⁶
- A study published in the *American Journal of Preventive Medicine* in April 2013 reveals the effects of the tobacco industry's continued efforts to sell other flavored tobacco products,



such as cigars and smokeless tobacco. The study is the first to examine the prevalence of flavored tobacco products in a nationally representative sample following the 2009 ban on flavored cigarettes, and shows that flavored tobacco products remain popular among U.S. young adults.¹⁷

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¹ FDA Flavored Tobacco Product Fact Sheet, 2011

² U.S. Food and Drug Administration. FDA Parental Advisory on Flavored Tobacco Products - What You Need To Know. FDA.7 March 2011. <http://www.fda.gov/TobaccoProducts/ProtectingKidsfromTobacco/FlavoredTobacco/uc>

³ Florida Department of Health. "Tobacco-Related Disparities and its Impact on Florida." n.d. <<http://www.doh.state.fl.us/tobacco/Disparities.html>>.

⁴ Young Smokers Prevalence, Trends, Implications And Related Demographic Trends. March 31, 1981. Bates No. 2077864711/4712

⁵ Legacy Tobacco Documents Library. (n.d.) RE: Tobacco Industry Youth Marketing. Bates No. AMYONON00000000.LB . Retrieved from <http://legacy.library.ucsf.edu/tid/doq76b00/pdf?search=%22be%20out%20of%20business%20in%2030%20years%22>.

⁶ R.J. Reynolds report, "Younger Adult Smokers: Strategies and Opportunities." February 29, 1984 .Bates No. 501928462-8550

⁷ Campaign Media Analysis Group. "Target NMarket Org+ TOB/TM RJR Sales Rep." June 4, 2011. Bates No. 2085046934. Retrieved from <http://legacy.library.ucsf.edu/tid/fcm02c00/pdf>.

⁸ United States v. Philip Morris USA, Inc., et al., 449 F. Supp. 2d 1, United States District Court for the District of Columbia (2006).

⁹ Brown & Williamson Tobacco Corporation: Project Report. Sept. 1972. Bates No. 170042014

¹⁰ RM Manko Associates. "Summary Report New Flavors Focus Group Sessions. Aug. 1, 1978. Lorillard. Bates No. 85093043/3071. Retrieved from <http://legacy.library.ucsf.edu/tid/wjx31e00/pdf>.

¹¹ Sedgfield Idea Sessions 790606-790607. June 8, 1979. Bates No. 81513681/3691

¹² David Weiss Associates. "The 'Graduation Theory.' November 16, 1984. Retrieved from <http://legacy.library.ucsf.edu/tid/lfc46b00/pdf?search=%22graduation%20theory%22>. Bates No. USSTC1945141-USSTC1945142

¹³ Freedman, AM, "Juiced Up: How a Tobacco Giant Doctors Snuff Brands to Boost Their Kick," The Wall Street Journal, October 26, 1994. Bates No. USTC7328205-8206. Retrieved from <http://legacy.library.ucsf.edu/tid/voz11b00/pdf>.

¹⁴ Carpenter, C.M., Wayne, G.F., Pauly J.L., Koh, H.K., Connolly, G.N. (2005).New Cigarette Brands With Flavors That Appeal To Youth: Tobacco Marketing Strategies. Health Affairs, 24(6),1601-1610.doi:10.1377/hlthaff.24.6.1601

¹⁵ The American Legacy Foundation. "Flavored Cigarettes Appealing to Youth." Nov. 10, 2005. Retrieved from <http://www.legacyforhealth.org/newsroom/press-releases/flavored-cigarettes-appealing-to-youth/%28language%29/eng-US>.

¹⁶ GovTrack.us. H.R. 1256:Family Smoking Prevention and Tobacco Control Act. Web. 7 March 2011.

¹⁷ Villanti AC, Richardson A, Vallone DM, Rath JM. "Flavored tobacco product use among U.S. young adults." American Journal of Preventative Medicine. 2013; 44(4):388-91. doi: 10.1016/j.amepre.2012.11.031.

