

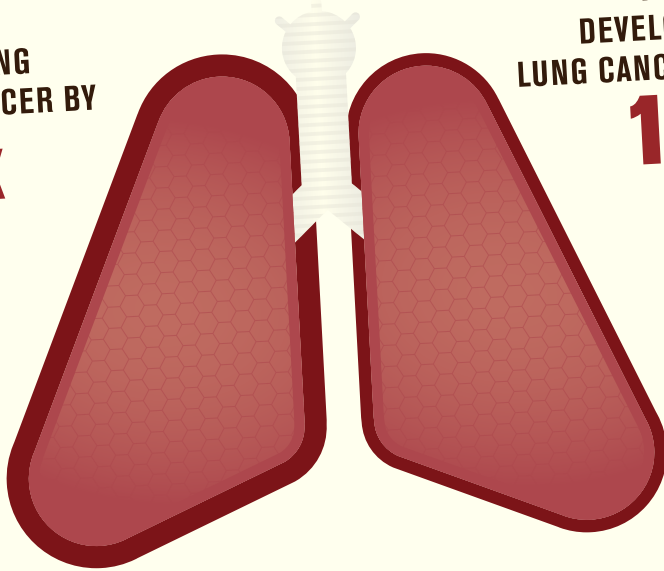
ROT AWAY

SMOKING CAUSES CORONARY HEART DISEASE,
the leading cause of death in the U.S.

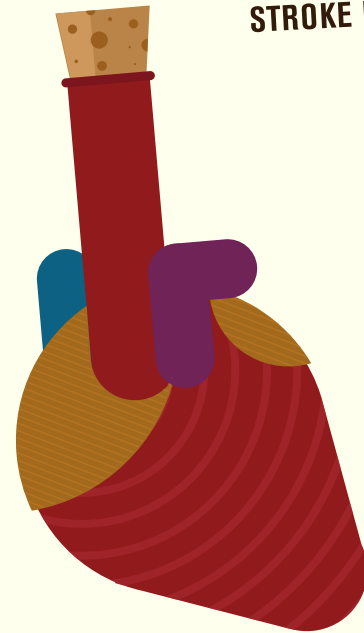
SMOKING CAUSES LUNG CANCER AND LUNG DISEASES
including COPD, emphysema, bronchitis, and chronic airway obstruction.

COMPARED TO NON-SMOKERS, SMOKING IS ESTIMATED TO INCREASE THE RISK OF:

MEN DEVELOPING LUNG CANCER BY 23x



WOMEN DEVELOPING LUNG CANCER BY 13x

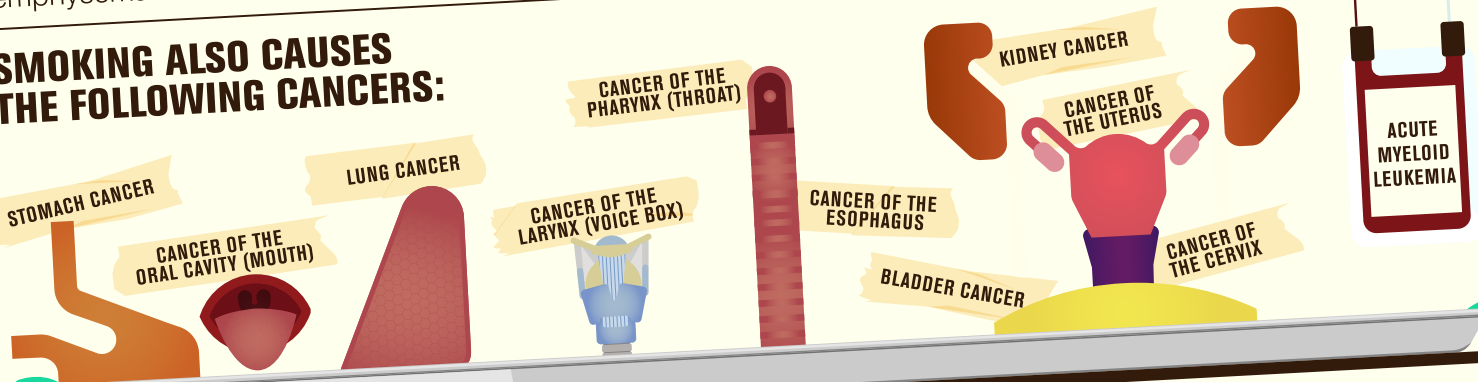


STROKE BY 2 TO 4x

CORONARY HEART DISEASE BY 2 TO 4x

CHRONIC OBSTRUCTIVE LUNG DISEASE such as bronchitis and emphysema is **12 TO 13x MORE LIKELY FOR SMOKERS.**

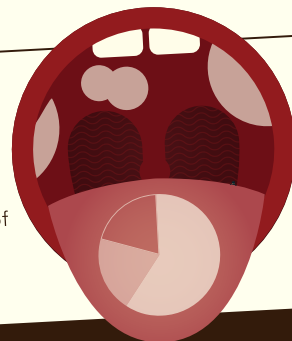
SMOKING ALSO CAUSES THE FOLLOWING CANCERS:



SMOKELESS TOBACCO USERS HAVE:

89%
HIGHER RISK OF
ORAL CANCER

SPIT TOBACCO CAUSES LEUKOPLAKIA,
a disease of the mouth characterized by white patches and oral lesions on the cheeks, gums, and/or tongue. Leukoplakia occurs in more than half of all users in the first three years of use.



STUDIES HAVE FOUND THAT 60%-78%
of smokeless tobacco users have oral lesions.

SOURCES:

Boffetta, P, et al., "Smokeless tobacco and cancer," *The Lancet* 9:667-675, 2008.

Centers for Disease Control and Prevention. Annual Smoking-Attributable Mortality, Years of Potential Life Lost, and Productivity Losses—United States, 2000–2004. *Morbidity and Mortality Weekly Report* 2008;57(45):1226–8

Ockene IS, Miller NH. Cigarette Smoking, Cardiovascular Disease, and Stroke: A Statement for Healthcare Professionals from the American Heart Association. *Circulation* 1997;96(9):3243–7

"The Smokeless Tobacco Outreach and Prevention Guide," Applied Behavioral Science Press, 1997.

U.S. Department of Health and Human Services. Reducing the Health Consequences of Smoking: 25 Years of Progress. A Report of the Surgeon General. Rockville (MD): U.S. Department of Health and Human Services, Public Health Service, Centers for Disease Control, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 1989

U.S. Department of Health and Human Services. The Health Consequences of Smoking: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2004