



*Prescription for Change*

## YOU ARE BEING MANIPULATED EVERYDAY . . .

Tobacco companies spend a lot of time trying to trick you into using tobacco products, bidis and clove cigarettes by making them look cool. They use advertisements in stores, magazines and on the web. Don't be fooled — here are the real facts:

- ◆ Tobacco companies need to find replacement smokers for the two million customers that die or quit each year. Where do you think they find replacement smokers? High schools, junior highs and elementary schools!
- ◆ Tobacco companies use health-oriented stores such as pharmacies to help legitimize their products. If children and teens see tobacco sold alongside bandages, candy and asthma inhalers, they get the **WRONG** message that tobacco is ok to use. . .
- ◆ It is for this very reason tobacco advertising has increased in pharmacies and chain drugstores. In 1999 Santa Clara County chain drugstores & pharmacies more than doubled the number of tobacco advertisements in their stores. Pharmacies & drugstores had an average of 17.1 ads in 1997 and 35.8 ads in 1999!
- ◆ Some 3.1 million adolescents use tobacco; most begin by the age of twelve and 90% are hooked before they graduate high school. Tobacco companies know that if kids don't get "hooked" at a young age - they most likely won't ever become smokers.
- ◆ Young people are told that using clove cigarettes or bidis (beadies or beedies) aren't as bad for you as regular tobacco. Not true, they are much more toxic. For instance, bidis have 8% nicotine— compared to 1% nicotine in brand name cigarettes.

Don't be fooled by tobacco companies, they are in the business of making money . . . and will lie to do it!

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