



**“Big Tobacco’s Guinea Pigs:
How an Unregulated Industry Experiments on America’s Kids and Consumers”**

www.tobaccofreekids.org/productsreport

Summary of New Report

The reports details how the companies manipulate their products to recruit new youth users, create and sustain addiction, and discourage users from quitting. It then describes the new generation of tobacco products designed to achieve these same goals. Finally, it outlines how effective regulation by the U.S. Food and Drug Administration (FDA), as exemplified by legislation currently under consideration in Congress, can curtail the tobacco industry’s harmful practices and save lives.

- Unbelievably, despite all the death and disease they cause, **tobacco products are exempt from basic health regulations that apply to other products such as food, drugs and cosmetics.** This lack of government regulation has allowed the tobacco industry free reign to design and market their products. Tobacco manufacturers can introduce new products, secretly modify existing products with new designs and ingredients, and make unproven health claims without regard for the impact on public health.
- Tobacco products come in more flavors, forms, shapes and sizes, and with more unproven health claims, than ever before, all with the goal of facilitating the consumption of – and addiction to – nicotine.

The report details key trends including:

- **Flavored products:** Cigarettes, smokeless tobacco and cigars have been introduced in an array of candy, fruit and alcohol flavors. R.J. Reynolds’ Camel cigarettes, for example, have come in more than a dozen flavors, including lime, coconut and pineapple, toffee, and mint. Flavorings mask the harshness of the products and make them more appealing to new users, especially children.
- **Novel smokeless products:** New and more novel smokeless tobacco products have been marketed as ways to help smokers sustain their addiction in the growing number of places where they cannot smoke. In addition to traditional chewing and spit tobacco, smokeless tobacco now comes in teabag-like pouches and even in dissolvable, candy-like tablets.
- **Targeted products and marketing:** New products and marketing have been aimed at women, girls and other populations. The most recent example is R.J. Reynolds’ Camel No. 9 cigarettes, a pink-hued version that one newspaper dubbed “Barbie Camel” because of marketing that appealed to girls.
- **Unproven health claims:** A growing list of products have been marketed with unproven and misleading claims that they are less harmful than traditional cigarettes. Claims have included “All of the taste... Less of the toxin” (Brown & Williamson’s Advance cigarettes) and “Reduced carcinogens. Premium taste” (Vector Tobacco’s Omni Cigarettes).
- **Undisclosed Product Designs:** The report also illustrates how tobacco manufacturers control nicotine delivery to maximize addiction while using flavorings and other additives to make their

products taste milder, easier to inhale and more attractive to children and first time smokers. A few aspects of product design not disclosed to consumers include the use of :

- Ammonia to increase the speed and efficiency of nicotine absorption.
- Eugenol and Menthol to numb the throat to minimize irritation from smoke.
- Glycerin and Cocoa to enable deep lung exposure (Cocoa produces carcinogens when burned)
- Sugars and Chocolate to make smoke milder and make cigarettes more appealing, especially to children and first time smokers.
- Filter Technology and Ventilation Holes that allows deep penetration of nicotine into the lungs of the smoker and increase the addictiveness of the product.

Congress can give the FDA authority to regulate tobacco products

- Identical, bipartisan bills have been introduced in the Senate and the House to give the FDA authority over tobacco products. The Senate bill, S. 625, is sponsored by U.S. Sens. Edward Kennedy (D-MA) and John Cornyn (R-TX), while the House bill, H.R. 1108, is sponsored by Representatives Henry Waxman (D-CA) and Tom Davis (R-VA).
- The legislation currently has 215 cosponsors in the House and 56 cosponsors in the Senate.
- This legislation would give the FDA the authority to:
 - Crack down on tobacco marketing and sales to children.
 - Ban candy-flavored cigarettes, which clearly are aimed at kids.
 - Require disclosure of the contents of tobacco products and tobacco industry research about the health effects of their products.
 - Require changes in tobacco products such as the removal of harmful ingredients.
 - Stop tobacco companies from making health claims about their products that are not scientifically proven or that would discourage current tobacco users from quitting or encourage new users to start.
 - Require larger, more effective health warnings on tobacco products.
 - Prohibit terms such as "light", "mild" and "low-tar" that mislead consumers into believing that certain cigarettes are safer than others.
- The need for FDA authority over tobacco products is clear. Tobacco use is the number one preventable cause of death in our country. It kills more than 400,000 people and costs the nation more than \$96 billion in health care bills each year. Every day, more than 1,000 kids become addicted, and one-third of them will die prematurely as a result.