# BIG TOBACCO'S MENU OF ADDICTION

ADDICTION ISN'T A SIDE EFFECT, IT'S THE BUSINESS MODEL!



All of our menu items come with harms to your health and finances, but we guarantee you'll keep coming back for more—whether you want to or not.

# HOUSE FAVORITES



CIGARETTES ..... \$\$\$\$

Made with ammonia, butane, formaldehyde, tar and other toxic ingredients. Served with a single-use plastic filter that won't biodegrade.

**FOR EXTRA NICOTINE**, tar and carbon monoxide exposure, try our local specialties: kreteks from Indonesia and bidis/beedis from India.

**new:** Try our "click" cigarettes, served with interactive filters—popular in Latin America!

CIGARS ..... \$\$\$\$

Order a large to get as much tobacco as an entire pack of cigarettes. Served with or without a filter.



**DIMER'S CHOICE:** Inhale or don't! Either way, enjoy an increased risk of oral, lung and bladder cancers.

ORAL TOBACCO ..... ssss

Get your heart racing with a buffet of smoke-free—but not risk-free—options: gutkha, zarda, paan, khaini, snuff, snus and other addictive varieties.

#### **SERVICE CHARGE** -

Costs associated with environmental harm, poverty, productivity losses and healthcare will be added to your bill.



HEATED TOBACCO PRODUCTS ..... \$\$\$\$

Sick of cigarettes but still craving carcinogens? Sample 56 potentially harmful substances that are higher in some HTP emissions than cigarette smoke.

E-CIGARETTES ..... \$\$\$\$

Made with toxic chemicals and metals, including carcinogens acetaldehyde and formaldehyde, and benzene, also found in car exhaust. Ask about our flavors!



NICOTINE POUCHES ...... \$\$\$\$

A favorite among young customers, this tobacco-free offering comes with enough nicotine to get you, and keep you, hooked. Pair with long-term harmful effects on adolescent brain development.

#### **A** HEALTH WARNING

Consuming these products harms fetal development and adolescent brain development and increases your risk of cancer, cardiovascular disease and premature death.





#### GUMMIES, LOZENGES AND TABLETS ...... \$\$\$\$

Similar to candy in taste and appearance, kids may not even realize they're ingesting nicotine!

#### 

Comes in fun, kid-friendly packaging!



#### TODAY'S SPECIALS



Cherry Cotton Candy Grape Chocolate Pina Colada Sour Apple Cinnamon Roll



HADE

#### HOOKAH/WATERPIPE ..... \$\$\$\$

A Middle Eastern regional favorite—also known as hubble-bubble, shisha, narghile, argileh and goza—recently added to our global menu. Share a higher risk of chronic bronchitis and several lung and heart diseases with your table.

TRUTHS ABOUT BIG TOBACCO'S MENU OF ADDICTION

The tobacco industry
continues to expand its product
offerings, curating a menu of
addiction. What's behind this
product expansion?

# The industry needs to hook you any way it can, anywhere it can.

By offering a wide range of products, tobacco companies create as many opportunities for lifelong addiction as possible. Their marketing of newer products for use in specific settings can dissuade people from quitting.

The industry needs to recruit new, younger customers to replace those who die or quit.

Tobacco and nicotine companies design products to appeal to young people, such as flavored products, limited edition, celebrity-related products and toy-shaped packaging. The industry especially targets young people with its newer electronic products and nicotine pouches.



## The industry needs to seem like it's "transforming."

Tobacco companies claim they want smokers to switch to their newer "reduced risk" products. The harsh reality: The Big 4 tobacco companies show no signs of moving away from their core product, cigarettes, no matter what they say.



#### SOURCES

Use the QR code or link below to see our sources: exposetobacco.org/menu-sources



### What can governments do to improve public health and save lives?

Strictly regulate all tobacco and nicotine products. Proven policies like higher tobacco taxes; comprehensive tobacco advertising, promotion and sponsorship bans; flavor bans; and more all reduce tobacco and nicotine use and protect the next generation.

Do not work with the tobacco industry. To protect policies from the commercial influence of the tobacco industry and its allies, governments should implement Article 5.3 of the global health treaty, the WHO Framework Convention on Tobacco Control.

If a restaurant offered items that made customers sick or even killed them, wouldn't it be shut down?

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