



Note
Divers



Global



Les femmes et l'industrie du tabac

8 mars 2021

Risques sexospécifiques causés par les produits du tabac

- 1. Sur le milliard de fumeurs dans le monde, près de 200 millions sont des femmes.¹**
- 2. Environ 2 millions de femmes meurent chaque année à cause du tabagisme.** Sur les 8,71 millions de décès annuels dus au tabac, 2,15 millions sont des femmes (2019)², dont 71 % vivent dans des pays à revenu faible ou intermédiaire.³
- 3. Environ 700 000 femmes sont victimes du tabagisme passif (SHS) chaque année.** On estime à environ 53 % le pourcentage de femmes qui décèdent chaque année à cause du tabagisme passif.^{4, 5}
- 4. Le tabagisme entraîne des risques accrus pour la santé reproductive des femmes.** Outre le risque accru d'accident vasculaire cérébral, de maladies cardiaques, de maladies pulmonaires et de cancers,^{6, 7, 8} les femmes peuvent souffrir de problèmes de santé génésique notamment d'un risque accru d'infertilité et de retard de conception,^{9, 10} un risque accru de cancer du col de l'utérus^{11, 12} et des risques accrus d'accouchement prématuré, de mortinatalité et de décès de nouveau-nés si elles fument pendant la grossesse.^{13, 14}
- 5. Le tabagisme augmente la probabilité de sombrer dans la pauvreté, ce qui alimente**

la violence domestique, en particulier à l'égard des femmes.¹⁵ La nature toxicomanogène du tabagisme a pour effet d'évincer d'autres dépenses domestiques plus productives, notamment l'achat de denrées alimentaires, l'éducation, le logement, les vacances et autres.^{16, 17, 18} Lorsque les ressources du ménage sont limitées, les conflits dans la prise de décision du ménage et le déséquilibre entre les deux sexes dans la prise de décision surviennent plus fréquemment.¹⁹

- 6. Les femmes qui travaillent dans l'industrie du tabac sont touchées de manière disproportionnée par les effets négatifs de la manipulation du tabac sur l'environnement, la santé et la société.²⁰**
 - Les femmes représentent près de 50 % de la main-d'œuvre agricole dans les pays à faible revenu.²¹
 - On observe une implication importante des femmes dans les effectifs de la main-d'œuvre de l'industrie du tabac, en particulier dans l'industrie du tabac artisanale et à domicile.²² Les femmes représentent 94 % de la main-d'œuvre dans les usines kretek de laminage manuel en Indonésie tandis que l'industrie bidi en Inde emploie deux fois plus de femmes que d'hommes.²³

01

L'industrie du tabac cible les femmes à travers ses campagnes marketing, qui s'adressent généralement aux femmes... par l'intermédiaire des femmes.

Depuis les années 1960, l'industrie du tabac a orienté des campagnes marketing richement financées vers les femmes au moyen de publicités qui s'appuient sur des stéréotypes sexistes et qui associent à tort le tabagisme à des concepts de beauté, de minceur, de sophistication, de prestige, d'émancipation, de liberté, de romance et de pouvoir de séduction sexuelle.^{24, 25, 26} Aujourd'hui encore, les sociétés productrices de tabac utilisent les mêmes stratégies pour commercialiser leurs produits, y compris les nouveaux produits, sur toutes les plateformes disponibles, y compris les médias sociaux, par le biais des influenceuses.²⁷

- En 2021, le parrainage de la Coupe du monde de volley-ball et de l'équipe féminine JT Marvelous par la société Japan Tobacco International (JTI) dans le cadre de la ligue nationale de volley-ball du Japon a été passé au crible, ce qui a compromis la candidature du Japon aux Jeux olympiques de 2020.²⁸ Marvel est notamment une marque de cigarettes acquise par la société JTI aux Philippines en 2017.²⁹
- En 2018, Philip Morris International (PMI)/Altria a financé l'Independent Women's Forum (IWF),^{30, 31} un groupe américain de réflexion sur les femmes, lequel a fait la promotion du nouveau produit de tabac de la société PMI : l'IQOS,³² un produit de tabac chauffé dont les effets néfastes n'ont pas été prouvés comparativement aux cigarettes combustibles. Toutefois, ils sont commercialisés avec l'étiquette « moins nocif » et non « inoffensif », une stratégie qui présente de nombreux dangers pour la jeunesse, un impact à long terme non prouvé et le risque d'induire en erreur. (semblable aux cigarettes dites « légères/douces »)^{33,}
^{34, 35}

02

L'industrie du tabac utilise le parrainage d'initiatives en faveur des femmes pour masquer la manière dont ses produits nuisent et tuent uniquement les femmes.

Chaque année, les sociétés productrices de tabac « célèbrent » la journée internationale de la femme en promettant l'égalité et l'équité entre les sexes,^{36,, 37} mais ne tiennent pas compte des dizaines de millions de femmes victimes de leurs produits et de leurs pratiques commerciales.³⁸

- Les sociétés PMI et British American Tobacco (BAT) investissent massivement dans la publicité de leurs efforts en faveur de l'équité dans la rémunération des cadres supérieurs et en faveur des programmes d'autonomisation et de leadership des femmes.^{39,, 40,, 41} Parallèlement, les sociétés dissimulent les informations relatives à la prévalence croissante du tabagisme et le taux de mortalité des femmes, en particulier dans les pays à revenu faible ou intermédiaire^{:42,, 43,, 44,, 45,, 46,, 47} et ne donnent pas aux femmes les preuves suffisantes pour saisir la justice⁴⁸ pour leur marketing trompeur et ciblé, ainsi que pour la dépendance et les maladies causées par la consommation de leurs produits.
- Selon un rapport publié en 2018, les campagnes de relations publiques de la société PMI sur l'« Autonomisation des femmes » ont été menées dans une trentaine de pays, dont la majorité est constituée de pays à revenu faible ou intermédiaire, dans lesquels il a été constaté une nette augmentation du tabagisme chez les femmes.^{49,, 50}

03

Les sociétés productrices de tabac tirent parti des mauvaises conditions de travail que subissent les femmes dans les plantations de tabac, tout en prônant l'égalité des sexes dans les pratiques de travail.⁵¹

Il s'avère que les sociétés productrices de tabac sont « accros » aux intrants bon marché (matières premières à bas prix), ce qui contribue à pérenniser les mauvaises conditions de travail en vigueur dans les plantations de tabac⁵² où près de la moitié des travailleurs sont des femmes.⁵³ Pourtant, elles évitent de se prononcer sur la nécessité d'indemniser non seulement les millions de⁵⁴ femmes victimes du tabac, mais aussi les milliers qui travaillent dans des conditions difficiles dans les plantations de tabac.^{55,, 56,, 57}

- Les multinationales du tabac ont utilisé des campagnes de relations publiques pour démontrer comment elles pratiquent l'égalité des sexes dans la rémunération de leurs employés féminins, dont le nombre est estimé à 60 000 ;^{58,, 59,, 60} elles ont même cité les objectifs de développement durable (ODD)⁶¹, mais sans mentionner leur responsabilité quant aux préjudices que leurs produits causent aux femmes.
- Il est connu que les sociétés productrices de tabac sponsorisent des programmes de subsistance des femmes dans le but de soigner leur image.⁶²

04 Les multinationales du tabac refusent d'indemniser les millions de femmes victimes du tabagisme, mais ont néanmoins déboursé une somme minimale d'un milliard de dollars pour financer les efforts de marketing qui mettent plus de femmes en danger.⁶³

Les procès intentés par les victimes aux États-Unis dans les années 1980 et 1990 ont duré des décennies et restent en suspens, car les sociétés productrices de tabac se battent pour éviter tout paiement.⁶⁴ Même si les compagnies de tabac ont indemnisé un petit nombre de femmes (principalement des agents de bord,⁶⁵ dont une majorité était constituée de femmes, pour avoir été victimes du tabagisme passif), de nombreuses femmes dans le monde, tout aussi victimes, n'ont pas le pouvoir de demander justice. En outre, l'argent qui aurait pu être utilisé pour l'indemnisation des femmes victimes du tabagisme⁶⁶ est plutôt utilisé pour les relations publiques et le marketing, y compris ceux qui ciblent les femmes :

- En 2021, la BAT a investi un milliard de livres sterling dans la promotion de ses nouveaux produits toxicomanogènes sur TikTok,⁶⁷ dont les utilisateurs sont à 60 % des femmes.⁶⁸
- En 2017, la société PMI a accordé à la Fondation pour un monde sans fumée (FSFW) un financement d'un milliard de dollars, dont une petite partie sert à financer les initiatives de femmes (notamment en Inde, au Malawi, aux États-Unis et en Nouvelle-Zélande).^{69,, 70,, 71} Selon des éléments de preuves dévoilés par un initié, *la FSFW « travaille en réalité pour atteindre les objectifs fixés par PMI et Altria »*,⁷² impliquant ainsi l'objectif d'augmenter la valeur de la marque et des ventes, notamment par le biais d'activités dites « socialement responsables ». En 2020, la FSFW^{73,, 74} a accordé de petites subventions de recherche, entre autres pour les femmes fabriquant des bidis en Inde.⁷⁵

Objectif de développement durable (ODD) 5

Égalité des sexes et industrie du tabac

Comment la prétendue RSE de l'industrie du tabac fait obstacle à la réalisation de l'ODD 5 (égalité des sexes)

Dans le cadre de leurs prétendues activités de responsabilité sociale des entreprises (RSE), les sociétés productrices de tabac parrainent des initiatives de femmes pour blanchir leur image⁷⁶ et font pression sur les décideurs politiques pour qu'ils sabotent les politiques de lutte antitabac⁷⁷ en faveur de la protection des femmes, et ce, dans le but d'augmenter à la fois les ventes et les profits de leurs produits mortels et toxicomanogènes.⁷⁸ Depuis quelques années, l'industrie du tabac clame que son soutien aux programmes destinés aux femmes constitue un effort visant à faire avancer les ODD, ce qui prête à confusion.

Comment l'industrie du tabac interfère-t-elle avec l'ODD⁷⁹ dédié à l'autonomisation des femmes et de la promotion de l'égalité des sexes ?

- En vendant et en commercialisant de manière continue des produits responsables des décès de plus de 2 millions de femmes chaque année, et en introduisant des produits toxicomanogènes, dont l'impact à long terme sur les femmes reste inconnu.⁸⁰
- En manquant de veiller à la protection des⁸¹ femmes contre les risques de santé sexospécifiques causés par le tabac auxquels elles sont exposées, et en ne les indemnisant pas de ces risques, notamment de la charge disproportionnée de l'exposition à la fumée secondaire et du tabagisme pendant la grossesse.
- En détournant l'attention du sort des femmes ouvrières, et de celui de celles qui consomment les produits du tabac ou de celles qui y sont exposées,⁸² en se concentrant sur ses propres politiques d'entreprise en matière de genre.⁸³
- En prenant part à des programmes d'autonomisation des femmes⁸⁴ et en parrainant des initiatives féminines en tant que moyen de valoriser la marque, de redorer son image,⁸⁵ et/ou de s'engager auprès des décideurs politiques et des personnes influentes, tout en assouplissant les mesures de lutte antitabac qui protègent les femmes.
- En se ralliant à la cause des groupes de femmes influentes ou des personnalités féminines afin d'obtenir la légitimité et la crédibilité de sa prétendue RSE.⁸⁶ Cela inclut des cas où les cadres des sociétés productrices de tabac se retrouvent sur la même longueur d'onde avec d'éminents experts en matière de genre.⁸⁷
- En finançant les groupes de femmes qui soutiennent ou militent en faveur de ces produits mortels et toxicomanogènes.
- En autorisant en permettant l'exposition ou la publication de ses activités/actions de parrainage à travers les activités et les forums de femmes ; ce qui pourrait porter atteinte aux interdictions de RSE qui existent dans plus de 63 pays.⁸⁸

Au lieu d'investir dans la prétendue RSE, l'industrie du tabac devrait :

- Arrêter de vendre ses produits aux femmes et de présenter les sociétés productrices de tabac comme étant bénéfiques pour la société, ce qui favorise la vente de leurs produits.^{89,, 90,, 91}
- Arrêter de contrer les efforts visant à exiger les paiements liés à la consommation du tabac, notamment les taxes, les redevances et les surtaxes,⁹² qui profiteraient aux victimes ou permettrait leur prise en charge. Indemniser les victimes pour les dommages causés par le tabagisme.
- Arrêter de s'opposer aux mesures de lutte antitabac visant à sauver des vies, notamment à l'interdiction complète de la publicité et du parrainage du tabac.
- Interdire les prétendues activités de la RSE, car elles peuvent servir de plateforme pour un dialogue entre les décideurs de politiques et saboter le devoir du gouvernement qui est de veiller à la mise en pratique de la politique de la santé publique des intérêts commerciaux et acquis des industries du tabac conformément à l'article 5.3 de la convention-cadre de l'OMS pour la lutte antitabac.
- Les lignes directrices de l'article 5.3 recommandent la dénormalisation, y compris la dénonciation,⁹³ des activités dites de RSE.⁹⁴
- L'article 13 prévoit une interdiction complète de toute forme de publicité, promotion et parrainage en faveur du tabac, ce qui inclut les activités dites de RSE ou la publication de celles-ci. Les gouvernements ne devraient pas permettre d'exceptions, même dans le cas de catastrophes (comme au Vietnam⁹⁵) ou dans le cadre d'un régime de RSE obligatoire,⁹⁶ comme en Inde,^{97,, 98} et potentiellement aux Philippines.⁹⁹
- Interdire la publication de la prétendue RSE liée au genre car elle contribue à renforcer les fausses idées à propos du rôle véritable des industries du tabac en tant que violatrices de premier rang des droits des femmes à la santé ⁱ et à l'indemnisation/aux moyens de recours.ⁱⁱ

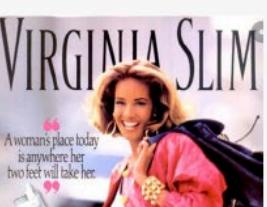
ⁱ The Danish Institute for Human Rights. 4 May 2017. Human rights assessment in Philip Morris International. Available from: <https://www.humanrights.dk/news/human-rights-assessment-philip-morris-international> (accessed 2 March 2021). – “Tobacco is deeply harmful to human health, and there can be no doubt that the production and marketing of tobacco is irreconcilable with the human right to health. For the tobacco industry, the UNGPs therefore require the cessation of the production and marketing of tobacco.”

ⁱⁱ Declaration of Basic Principles of Justice for Victims of Crime and Abuse of Power (1985), Clause 8, 9, 10, 12, 13. Available from: <https://www.ohchr.org/en/professionalinterest/pages/victimsofcrimeandabuseofpower.aspx> (accessed 4 February 2021). United Nations. 1995. Beijing Declaration and Platform for Action. Beijing+5 Political Declaration and Outcome. Available from: https://www.unwomen.org/-/media/headquarters/attachments/sections/csw/pfa_e_final_web.pdf?la=en&vs=1203 (accessed 26 February 2021).

ANNEXE. Image du marketing de l'industrie du tabac auprès des femmes

Evidence shows how tobacco companies have targeted young women with its cigarette advertisements from the 1970s to 1990s. E-cigarette advertisements now look much like the cigarette advertisement of the past.

IMAGE SOURCE: GHOST OF THE DOLL



VIRGINIA SLIM®

A woman's place today
is anywhere her
two feet will take her.

Virginia Slim, 1990, PMI (USA, British Virgin Islands, Brazil, Germany)

IMAGE SOURCE: BUSINESS WIRE



IMPORTANT:
No ashtrays needed

blu | SOMETHING BETTER

Blu, 2017, Imperial Brand (USA, UK, France and Italy)

Image Source : Encadré 7 (Marketing d'événements pour les jeunes) par les sociétés productrices de tabac). Dans : Global Center for Good Governance in Tobacco Control (GGTC). 26 May 2020. Industrie du tabac : Manipuler les jeunes pour les plonger dans une dépendance à vie.

Les femmes sont plus nombreuses que les hommes à fumer des cigarettes « légères » (63 % contre 46 %), en croyant souvent à tort que les cigarettes dites « légères » sont « moins nocives ».¹⁰⁰ En fait, les fumeurs « légers » se livrent souvent à un tabagisme compensatoire, en inhalant plus profondément et plus fréquemment de manière à absorber la quantité de nicotine souhaitée.¹⁰¹ Le penchant des femmes pour des produits « moins nocifs » donne à penser qu'il s'agit d'un marché cible important pour les nouveaux produits que les sociétés productrices de tabac commercialisent sous le label « moins nocif », comme c'est le cas avec les produits du tabac chauffés ou les cigarettes électroniques. La promotion sexospécifique des marques de cigarettes telles que Virginia Slims dans les années 1990 est reproduite dans le marketing des nouveaux produits IQOS, Blu, Glo ou Vype.

Image Source : Encadré 6 (Marketing de l'industrie du tabac : Tabac contre nouveaux produits). Dans le : Global Center for Good Governance in Tobacco Control (GGTC). 26 May 2020. Tobacco industry: Manipulating the youth into a lifelong addiction.

La commercialisation de Malboro par PMI auprès des femmes au fil des années est comparable à la commercialisation plus récente de IQOS auprès des femmes.



Source de l'image : Université de Stanford Recherche sur l'impact de la publicité pour le tabac. Cigarettes pour femmes Glamour.

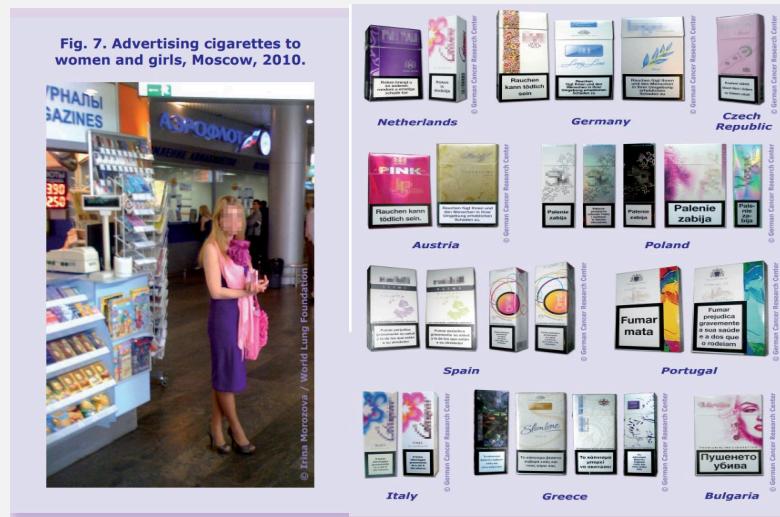
Les sociétés productrices de tabac commercialisent une variété de marques de cigarettes pour les filles et les femmes, notamment les marques « pour femmes uniquement » qui sont longues, extra-fines, à faible teneur en goudron, de couleur claire, mentholées et/ou au parfum de bonbon^t. En 2005, la JTI a participé à une campagne systématique menée par les grandes sociétés productrices de tabac dans le but de promouvoir la consommation de tabac chez les femmes. La JTI a par exemple lancé la production des cigarettes Glamour destinées aux femmes dans un certain nombre de pays.¹⁰²

[†] “Feminizing” of tobacco products can also be seen in low and middle income countries. In Bangladesh, *zarda* and *gul* (forms of smokeless tobacco products) are given very attractive female names, such as Shahzadi (Princess), Shobha (beautiful), shurovhi (fragrance, sweet smell), to attract women to the products.[†]



Source : Hickman A. 15 mai 2020. « *Big Tobacco* » utiliser les messages relatifs à la COVID-19 et les influenceurs pour commercialiser les produits. Semaine des relations publiques.

Par ailleurs, pour les sociétés productrices de tabac, COVID-19 a également offert une opportunité unique de marketing. En 2020, la BAT a fait la promotion de son produit *glo* en utilisant des femmes qui se maintiennent en forme et en toute sécurité (dans la quarantaine) en utilisant des masques de la marque de cigarettes électroniques. Selon certaines sources, la BAT aurait investi un milliard de livres sterling pour la promotion de ses nouveaux produits dans les médias numériques, y compris le recours à des influenceurs. Il a notamment été constaté que les sociétés productrices de tabac étaient à l'origine de la diffusion de fausses informations sur la manière dont la nicotine protège contre la COVID-19,^{103, 104, 105} brouillant ainsi le fait que le tabagisme aggrave le pronostic des personnes atteintes de COVID-19 ; il a également été constaté que l'inhalation augmentait les risques de développer la COVID-19.^{106, 107, 108, 109}



Publicité des cigarettes avec pour cible les femmes et les jeunes filles. Moscou 2010. Quelques exemples de paquets de cigarettes dans divers pays européens ciblant les femmes et les jeunes filles. Source: World Health Organization. 2010. Responsabiliser les femmes: Lutte contre le marketing de l'industrie du tabac dans la Région européenne de l'OMS.

Au nombre des activités promotionnelles visant les femmes, on trouve la publicité dans les médias et le parrainage de manifestations culturelles et sportives ; la publicité sur les lieux de vente — magasins et kiosques ; la distribution gratuite de produits du tabac ; l'extension de marque (association d'autres produits, par exemple des vêtements, à des noms de marques de tabac) ; les promotions sur Internet ; l'action sur les prix et la conception d'emballages propres à séduire particulièrement les femmes et les jeunes filles ; et le financement des groupes de femmes et des organisations caritatives.¹¹⁰

Reconnaissance et paternité

Cette fiche d'information a été préparée par Deborah Sy et Judith Mackay pour le Global Center for Good Governance in Tobacco Control (GGTC). La relecture, le soutien à la rédaction et à la recherche ont été assurés par Diana Trivino. Révision par Erin Sandberg.



About STOP (Stopping Tobacco Organizations and Products)

STOP is a global tobacco industry watchdog whose mission is to expose the tobacco industry strategies and tactics that undermine public health. STOP is funded by Bloomberg Philanthropies and comprised of a partnership between The Tobacco Control Research Group at the **University of Bath**, **The Global Center for Good Governance in Tobacco Control (GGTC)**, the International Union Against Tuberculosis and Lung Disease (The Union) and **Vital Strategies**. For more information, visit exposetobacco.org.

¹ World Health Organization. 2010. 10 Facts on gender and tobacco. Geneva, Switzerland: WHO Department of Gender, Women and Health; 2010. Available from: http://www.who.int/gender/documents/10facts_gender_tobacco_en.pdf (accessed 19 February 2021).

² Global Health Metrics. Tobacco-Level 2 risk. Global burden of disease 2019 risk factor summaries. <https://www.thelancet.com/pb-assets/Lancet/gbd/summaries/risks/tobacco-smoke.pdf> (accessed 24 February 2021).

³ Institute for Health Metrics and Evaluation, University of Washington. 2021. GBD Compare / IHME Viz Hub. Global Burden of Disease 2019. Available from: <https://vizhub.healthdata.org/gbd-compare/> (accessed 24 February 2021). See 2010 figures: World Health Organization, *supra* note 1.

⁴ Institute for Health Metrics and Evaluation, University of Washington. 2021. GBD Results Tool. Available from: <http://ghdx.healthdata.org/gbd-results-tool?params=gbd-api-2019-permalink/f2d55e4e64e0e55b5cde11ac2d0f288b> (accessed 26 March 2021).

⁵ See also: World Health Organization, *supra* note 1.

⁶ For example, cancer, heart disease and stroke, chronic obstructive pulmonary disease, and much more.

⁷ World Health Organization. 2010. Empower women: Combating tobacco industry marketing in the WHO European Region. Available from: https://www.euro.who.int/_data/assets/pdf_file/0014/128120/e93852.pdf (accessed 24 February 2021).

⁸ World Health Organization. 2021. Through a gender lens: women and tobacco in the WHO European Region. Copenhagen: WHO Regional Office for Europe; 2021. Licence: CC BY-NC-SA 3.0 IGO. Available from: <https://apps.who.int/iris/bitstream/handle/10665/339328/WHO-EURO-2021-1847-41598-56811-eng.pdf> (accessed 2 March 2021).

⁹ World Health Organization, *supra* note 1.

¹⁰ World Health Organization, *supra* note 7.

¹¹ World Health Organization, *supra* note 1.

¹² World Health Organization, *supra* note 7.

¹³ World Health Organization, *supra* note 1.

¹⁴ World Health Organization, *supra* note 7.

¹⁵ Slabbert, I. 8 August 2016. Domestic Violence and Poverty: Some Women's Experiences. Research on Social Work Practice [Online]. 2017;27(2):223-230.

<https://doi.org/10.1177/1049731516662321>. Available from: https://www.researchgate.net/publication/306002724_Domestic_Violence_and_Poverty_Some_Womens_Experiences (accessed 27 February 2021).

¹⁶ Jha P, Renu J, Li D, et al. November 2012. Tobacco Taxes: A Win-Win Measure for Fiscal Space and Health. Mandaluyong City, Philippines: Asian Development Bank; 2012. Available from: <https://www.adb.org/sites/default/files/publication/30046/tobacco-taxes-health-matters.pdf> (accessed 19 February 2021).

¹⁷ *Ibid.*

¹⁸ The amount spent on tobacco is comparable to that spent by the poor on key food items such as vegetables, and six times more than what was spent on eggs and milk.

¹⁹ Jha P, et al., *supra* note 16.

²⁰ Lecours N, Almeida GEG, Abdallah JM, Novotny TE. 16 February 2012. Environmental health impacts of tobacco farming: A review of the literature. *Tobacco Control*. 2012;21:191-196. doi:10.1136/tobaccocontrol-2011-050318. Available from: <https://tobaccocontrol.bmjjournals.org/content/21/2/191> (accessed 19 February 2021).

²¹ International Labour Organization. 2019. Background report for the technical meeting to promote an exchange of views on the further development and implementation of the integrated strategy to address decent work deficits in the tobacco sector. Available from: https://www.ilo.org/wcmsp5/groups/public/-ed_dialogue/-sector/documents/meetingdocument/wcms_709808.pdf (accessed 26 February 2021). – According to International Labour Organization (ILO) in 2019, about 49 million workers are employed in tobacco growing and processing, located primarily in Asia, sub-Saharan Africa, Brazil, and the US

²² *Ibid.*

²³ *Ibid.*

²⁴ Tobacco Control Research Group – University of Bath. 21 December 2020. Targeting Women and Girls. *Tobacco Tactics*. Available from: <https://tobaccotactics.org/wiki/targeting-women-and-girls/> (accessed 19 February 2021).

²⁵ Maitin-Shepard M, Correll-Carlyle R and Shaikh S. 7 April 2020. Tobacco Industry Targets Women and Girls as Next Generation of Smokers. *The Tobacco Atlas*. Available from: <https://tobaccoatlas.org/2020/04/07/female-targets/> (accessed 19 February 2021).

²⁶ Southeast Asia Tobacco Control Alliance. 7 March 2019. Tobacco industry targets women in Asia. Available from: <https://seatca.org/women-in-the-sights-of-the-tobacco-industry/> (accessed 19 February 2021).

²⁷ World Health Organization, *supra* note 8.

²⁸ Johnson C. 1 December 2011. Tobacco sponsorship of sports could doom Japan's Olympic bid. *The Washington Times*. Available from:

<http://www.washingtontimes.com/news/2011/dec/1/tobacco-sponsorship-of-sports-could-doom-olympic-b/> (accessed 19 February 2021).

²⁹ Philippine Daily Inquirer. 9 September 2017. JTI completes purchase of Mighty assets. 9 September 2017. *Inquirer.net*. Available from: <https://business.inquirer.net/236493/jti-completes-purchase-mighty-assets> (accessed 26 February 2021).

See also: Japan Tobacco Inc. 7 September 2017. JT completes acquisition of assets of tobacco company in the Philippines. Available from: https://www.jti.com/sites/default/files/press-releases/documents/2017/press-release_e_final.pdf (accessed 26 February 2021).

³⁰ Malkan S. 19 October 2017. Pushing Toxic Chemicals and Climate Denial: The Dark Money-Funded Independent Women's Forum. U.S. Right to Know. Available from: <https://www.environmentguru.com/pages/elements/element.aspx?id=5634383> (accessed 19 February 2021) and <https://www.ecowatch.com/independent-womens-forum-kochs-2498479784.html> (accessed 26 February 2021).

³¹ Stopping Tobacco Organizations and Products. 2021. Independent Women's Forum. Available from: <https://exposetobacco.org/tobacco-allies/independent-womens-forum/> (accessed 19 February 2021).

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Although there is no sufficient evidence of the same and there is no assurance from tobacco companies to compensate for future harms of the experimental product. FDA papers show that products may addict youth, adults.

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- See also:* US Food and Drug Administration. 30 April 2019. FDA permits sale of IQOS Tobacco Heating System through premarket tobacco product application pathway. FDA News Release. Available from: <https://www.fda.gov/news-events/press-announcements/fda-permits-sale-iqos-tobacco-heating-system-through-premarket-tobacco-product-application-pathway> (accessed 26 February 2021).
- ³⁵ Glantz SA. 7 December 2017. PMI's MRTP application for IQOS does not consider IQOS's appeal to youth or adolescents. Available from: <https://tobacco.ucsf.edu/pmi%E2%80%99s-mrtp-application-iqos-does-not-consider-iqos%E2%80%99s-appeal-youth-or-adolescents> (accessed 26 February 2021).
- See also:* Lempert LK and Glantz S. 29 June 2020. Analysis of FDA's IQOS marketing authorization and its policy impacts. *Tobacco Control* [online]. doi: 10.1136/tobaccocontrol-2019-055585. Available from: <https://tobaccocontrol.bmjjournals.org/content/early/2020/06/29/tobaccocontrol-2019-055585> (accessed 26 February 2021).
- ³⁶ e.g. Foundation for a Smoke-Free World (FSFW) issued a statement for International Women's Day, praising "the strength and diversity of women" and affirming its "commitment to achieving gender equality and ensuring gender equity" in its programs and research. British American Tobacco (BAT) and Philip Morris International (PMI) likewise issued statements marking that day.
- ³⁷ International Network of Women Against Tobacco (INWAT) called out PMI's celebration of women's day a hoax, highlighting the deadly impact of tobacco to women and children, and the tobacco company's marketing irresponsible International Big Tobacco is no friend to Women – INWAT. 8 March 2019. Available from: <https://qgtc.world/2019/03/08/big-tobacco-is-no-friend-to-women/> (accessed 19 February 2021).
- ³⁸ Public Health Law Center (2021). United States v. Philip Morris (D.O.J. Lawsuit). Available from: <https://www.publichealthlawcenter.org/topics/commercial-tobacco-control/commercial-tobacco-control-litigation/united-states-v-philip> (accessed 4 February 2021). *See also:* United States v. Philip Morris USA Inc., 449 F. Supp. 2d 1 (D.D.C. 2006), aff'd in part & vacated in part, 566 F.3d 1095 (D.C. Cir. 2009) (per curiam), cert. denied, 561 U.S. ___, 130 S. Ct. 3501 (2010). In: US Department of Justice. 2 December 2014. Litigation against tobacco companies home. Available from: <https://www.justice.gov/civil/case-4> (accessed 25 January 2021).
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- ⁴¹ Philip Morris International. Creating an inclusive workplace. Available from: <https://www.pmi.com/inclusion-diversity> (accessed 25 February 2021).
- ⁴² World Health Organization Framework Convention on Tobacco Control (2003), preamble. Available from: <https://apps.who.int/iris/bitstream/handle/10665/42811/9241591013.pdf?jsessionid=50E2440E3B088A712DFF8DB0E3C3C78D?sequence=1> (accessed 4 February 2021).
- ⁴³ World Health Organization, *supra* note 1.
- ⁴⁴ Tobacco Control Research Group – University of Bath, *supra* note 24.
- ⁴⁵ Maitin-Shepard M, et al., *supra* note 25.
- ⁴⁶ Southeast Asia Tobacco Control Alliance, *supra* note 26.
- ⁴⁷ World Health Organization. 2010. Gender, women, and the tobacco epidemic. Manila, Philippines: World Health Organization; 2010. Available from: https://www.who.int/tobacco/publications/gender/women_tob_epidemic/en/ (accessed 28 February 2021).
- ⁴⁸ Declaration of Basic Principles of Justice for Victims of Crime and Abuse of Power (1985), Clause 8, 9, 10, 12, 13. Available from: <https://www.ohchr.org/en/professional-interest/pages/victimsofcrimeandabuseofpower.aspx> (accessed 4 February 2021). United Nations. 1995. Beijing Declaration and Platform for Action. Beijing+5 Political Declaration and Outcome. Available from: https://www.unwomen.org/-/media/headquarters/attachments/sections/csw/pfa_e_final_web.pdf?la=en&vs=1203 (accessed 26 February 2021).
- ⁴⁹ 16% of all monetary charitable contributions were spent on "Empowering women" in Hong Kong, Indonesia, Japan, Malaysia, Pakistan, Philippines, Thailand, Vietnam; Israel, Jordan, Morocco, South Africa, Turkey, Ukraine; Austria, Czech Republic, Estonia, Germany, Greece, Italy, Slovakia, Switzerland; Argentina, Brazil, El Salvador, Panama, Canada, Colombia, Dominican Republic, Mexico. *See* Philip Morris International. 2018. 2018 Charitable contributions at a glance. Available from: https://www.pmi.com/resources/docs/default-source/our-company/transparency/charitable-2018.pdf?sfvrsn=d97d91b5_2 (accessed 19 February 2021).
- ⁵⁰ *Ibid.*
- ⁵¹ International Labour Organization, *supra* note 21. – The International Labour Organization (ILO) estimates that about 49 million workers are employed in tobacco growing and processing, located primarily in Asia, sub-Saharan Africa, Brazil, and the US. It further notes that women make up nearly 50% of the agriculture labor force in low-income countries while highlighting that evidence shows the substantial involvement of women in the tobacco labor force, especially in the unorganized and home-based tobacco industry. It was found that women constitute 94% of workers in the kretek hand-rolling factories in Indonesia and that the bidi industry in India employs twice as many women as men.
- ⁵² Unfairtobacco. 2021. Child labour in tobacco growing. Available from: <https://unfairtobacco.org/en/child-labour-in-tobacco-growing/> (accessed 28 February 2021). Rowe M, Hennig B. 10 May 2019. Dossier : Tobacco's big child labour problem. Available from: <https://geographical.co.uk/people/development/item/3172-dossier> (accessed 28 February 2021). McGill A. 12 May 2015. From slavery to debt bondage: Big Tobacco's addiction to cheap labor. Available from: <https://laborrights.org/blog/201505/slavery-debt-bondage-big-tobacco%E2%80%99s-addiction-cheap-labor> (accessed 28 February 2021). – "Cigarette manufacturers and leaf buyers perpetuate a global system of inequity that bolsters corporate profits at the expense of those who labor at the bottom of the tobacco supply chain".
- ⁵³ International Labour Organization, *supra* note 21.
- ⁵⁴ Global Health Metrics, *supra* note 2. – This refers to the disease burden on females of tobacco as the risk factor, measured in Disability Adjusted Life Years (DALYs).
- ⁵⁵ United Nations Development Programme. May 2017. Discussion paper. The WHO Framework Convention on Tobacco Control: An accelerator for sustainable development. Available from: <https://www.who.int/fctc/implementation/publications/who-fctc-accelerator-for-sustainable-development/en/> (accessed 28 February 2021). Global Center for Good Governance in Tobacco Control, Stopping Tobacco Organizations & Products. 2019. Tobacco control and its role in attaining the sustainable development goals. Available from: <https://exposetobacco.org/wp-content/uploads/2019/09/UNGA-SDGs-and-TC-Chart.pdf> (accessed 28 February 2021).
- ⁵⁶ World Health Organization. 2017. Tobacco control for sustainable development. New Delhi: World Health Organization, Regional Office for South-East Asia; 2017. Available from: <https://apps.who.int/iris/handle/10665/255509> (accessed 28 February 2021).
- ⁵⁷ Global Center for Good Governance in Tobacco Control, Stopping Tobacco Organizations & Products, *supra* note 55.
- ⁵⁸ Philip Morris International. Who we are. Available from: <https://www.pmi.com/who-we-are/overview> (accessed 25 February 2021). – **Philip Morris has approximately 73,500 employees.**
- See also:* Philip Morris International, *supra* note 41. – **Women make up 42% of PMI's workforce; approximately, 31,000 female employees.**
- ⁵⁹ British American Tobacco. 2021. 2019 key Group statistics. Available from: https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DO6LMNZV (accessed 25 February 2021). – **BAT has approximately 53,000 employees.**
- See also:* British American Tobacco. Annual Report and Form 20-F 2019. Available from: https://www.bat.com/ar/2019/pdf/BAT_Annual_Report_and_Form_20-F_2019.pdf (accessed 25 February 2021).
- See also:* British American Tobacco. ESG Report 2019. Available from: [https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOAWWEKR/\\$file/BAT_ESG_Report_2019.pdf](https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOAWWEKR/$file/BAT_ESG_Report_2019.pdf) (accessed 25 February 2021). – **Female representation among all employees group-wide is 28%, equal to approximately 15,000 female employees worldwide.**
- ⁶⁰ Japan Tobacco International. Who is JTI? Available from: <https://www.jti.com/> (accessed 25 February 2021). – JTI has 44,000 employees around the world.
- See also:* Japan Tobacco Inc. 9 February 2021. 2020 Earnings Report. Available from: https://www.jti.com/investors/results/forecast/pdf/2020/Full_Year/20210209_10.pdf (accessed 25 February 2021). – **JTI has 62,000 employees worldwide.**
- See also:* Japan Tobacco Inc. Company Overview. Corporate profile. Available from: <https://www.jti.com/about/outline/index.html> (accessed 25 February 2021). – JTI has 61,975 employees
- See also:* Japan Tobacco Inc. FY 2017 JT Group Sustainability Report. Available from: https://www.jti.com/sites/default/files/documents/jti_pdf/JT_Group_Sustainability_Report_FY2017_web_HQ.pdf (accessed 26 February 2021). – No data on number or percentage of females represented in the workforce in 2018 to 2020, but only with respect to the directors and executive offices. As of 2017, when JT had about 55,000 employees, 22% thereof were women, equal to approximately 12,000 female employees. **Assuming that there is the same percentage of female employees in 2021 (22%), there would be approximately 14,000 female employees.**
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- ⁶² World Health Organization. 2021. Through a gender lens: women and tobacco in the WHO European Region. Copenhagen: WHO Regional Office for Europe; 2021. Licence: CC BY-NC-SA 3.0 IGO. Available from: <https://apps.who.int/iris/bitstream/handle/10665/339328/WHO-EURO-2021-1847-41598-56811-eng.pdf> (accessed 2 March 2021).

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⁶⁸ Dsouza D. 20 February 2021. What is TikTok? Investopedia. Available from: <https://www.investopedia.com/what-is-tiktok-458933> (accessed 25 February 2021).

⁶⁹ Foundation for a Smoke-Free World. 2019. Awarded Grants. Available from: <https://www.smokefreeworld.org/awarded-grants/> (accessed 25 February 2021).

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⁷⁵ Grant to AF Development Care LLP in: Foundation for a Smoke-Free World (FSFW). 2019. Awarded grants. Available from: <https://www.smokefreeworld.org/awarded-grants/af-development-care-llp/> (accessed 22 February 2021).

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⁷⁷ *Ibid.*

⁷⁸ See: Hopkinson N. 13 November 2020. Nick Hopkinson: Tobacco industry collaborators sending equality up in smoke. BMJ Opinion. Available from: <https://blogs.bmjjournals.org/bmj/2020/11/13/nick-hopkinson-tobacco-industry-collaborators-sending-equality-up-in-smoke/> (accessed 19 February 2021). Amcham held gender equality forum to promote more labour participation of women. 1 April 2019 Apr 1. Available from: <https://bit.ly/2EyolB8>. In: Assunta M. November 2020. Global Tobacco Industry Interference Index 2020. Bangkok, Thailand: Global Center for Good Governance in Tobacco Control (GGTC); 2020. Available from: https://exposetobacco.org/wp-content/uploads/GlobalTIIIndex2020_Report.pdf (accessed 19 February 2021). Stopping Tobacco Organizations and Products. Costa Rica. Available from: <https://exposetobacco.org/country/costa-rica/> (accessed 1 March 2021). PMI, Industrias del Tabaco, Alimentos y Bebidas S.A. (ITABSA, PMI affiliate in Ecuador). Vicepresident.gob.ec. Vice President of the Republic: In the National Government the most difficult and important positions are led by brave women. 2019 Sep 25. Accessed on 2020 Jul 17. Available from: <https://bit.ly/39yLl3k>. In: Assunta M. November 2020. Global Tobacco Industry Interference Index 2020. Bangkok, Thailand: Global Center for Good Governance in Tobacco Control (GGTC); 2020. Available from: https://exposetobacco.org/wp-content/uploads/GlobalTIIIndex2020_Report.pdf (accessed 19 February 2021). Kelly M. 18 November 2020. Europe's most inclusive companies – as ranked by employees. Special Report Diversity Leaders. Financial Times. Available from: <https://www.ft.com/content/cb8978ea-f901-4842-9957-cca0cb3fe7cc> (accessed 27 February 2021). British American Tobacco. BAT hailed for IWD best practice. Available from: https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOBHTDT8 (accessed 27 February 2021). International Women's Day. 2021. About International Women's Day. Available from: <https://www.internationalwomensday.com/About> (accessed 27 February 2021); British American Tobacco Global Careers. Available from: <https://web.facebook.com/BATCareers/posts/1212005218998852> (accessed 1 March 2021). British American Tobacco. Sustainability Strategy Report 2019. Available from: [https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOAWWEKR/\\$file/BAT_Sustainability_Strategy_Report_2019.pdf](https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOAWWEKR/$file/BAT_Sustainability_Strategy_Report_2019.pdf) (accessed 27 February 2021). British American Tobacco. ESG Report 2019. Available from: [https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOAWWEKR/\\$file/BAT_ESG_Report_2019.pdf](https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOAWWEKR/$file/BAT_ESG_Report_2019.pdf) (accessed 27 February 2021). Japan Tobacco International. Empowering a new generation of business women in Turkey. Available from: <https://www.jti.com/middle-east/turkey/empowering-new-generation-business-women-turkey> (accessed 27 February 2021).

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