

LET'S BE TOTALLY CLEAR.

INHALING SECONDHAND SMOKE IMMEDIATELY INCREASES YOUR RISK FOR HEART DISEASE.



DECEMBER 2008 TOBACCO INDUSTRY UPDATE NEW TOBACCO PRODUCT ALERT

Virginia Slims Purse Packs

Deadly in Pink: On the heels of R.J. Reynolds' successful Camel No. 9 launch last year, Philip Morris has just introduced new packaging for its iconic brand, Virginia Slims. These "purse packs" are like no other packs on the U.S. market. They are shaped like cosmetics boxes and hold "super slim" cigarettes that are very small in diameter -- there are 20 cigarettes in a pack that is *half* the width of a regular pack. And of course the new purse packs come in new colors: pink and teal. The hip packaging and tiny cigarettes make it clear at whom this product is aimed: young women and girls. *See next page for product photos.*

Philip Morris plans to launch these repackaged Virginia Slims with a major marketing campaign by the first quarter of 2009 and these new "purse packs" are already on sale in many markets. You can probably find them in your community. We can expect to see heavy promotion at point-of-sale and in other ways, including events.

You've Come a Long Way, Baby: Six years after the introduction of Virginia Slims in 1968, the smoking initiation rate for 12 year old girls had increased 110%. Now, in large part to that kind of targeted marketing, 155,000 women in the U.S. die every year from diseases caused by smoking and those diseases result in \$34.7 billion in annual health care costs. Data released this month by the Centers for Disease Control and Prevention show that women are more likely than men to die from COPD, in spite of having lower smoking and overall death rates. Lung cancer is the only form of cancer among women that is on the rise and it is the leading cancer killer of women, "outkilling" breast and all genital cancers, combined. Smoking causes heart disease – the # 1 killer of women, many forms of cancer, respiratory illnesses such as emphysema, low birth weight, reduced fertility, early menopause, osteoporosis and the list goes on.

LET'S BE TOTALLY CLEAR.

INHALING SECONDHAND SMOKE IMMEDIATELY INCREASES YOUR RISK FOR HEART DISEASE.

THE LOUISIANA CAMPAIGN FOR
TOBACCO-FREE
LIVING

TOBACCO
Control Program



Can you spot the cigarettes?

Editorial

As smoke-free policies take hold more and more and as smoking rates begin to fall in the U.S., the tobacco companies are becoming more desperate to maintain their place in the market and are fighting to maintain a strong addicted client base.

As female smokers and non-smokers alike die daily from tobacco use and secondhand smoke exposure, leaving them with a fewer customers, the tobacco industry is taking aim at young women and girls to get them hooked and keep them hooked for life by glamorizing smoking. Attractive and chic packaging and gimmick-based products, like "purse packs," are likely to seduce new young smokers.

As part of tobacco prevention and control efforts, TFL continues to educate and raise awareness about the tobacco industry's new products and marketing tactics. Beware of new product releases and specific marketing that targets young women and girls in your area.