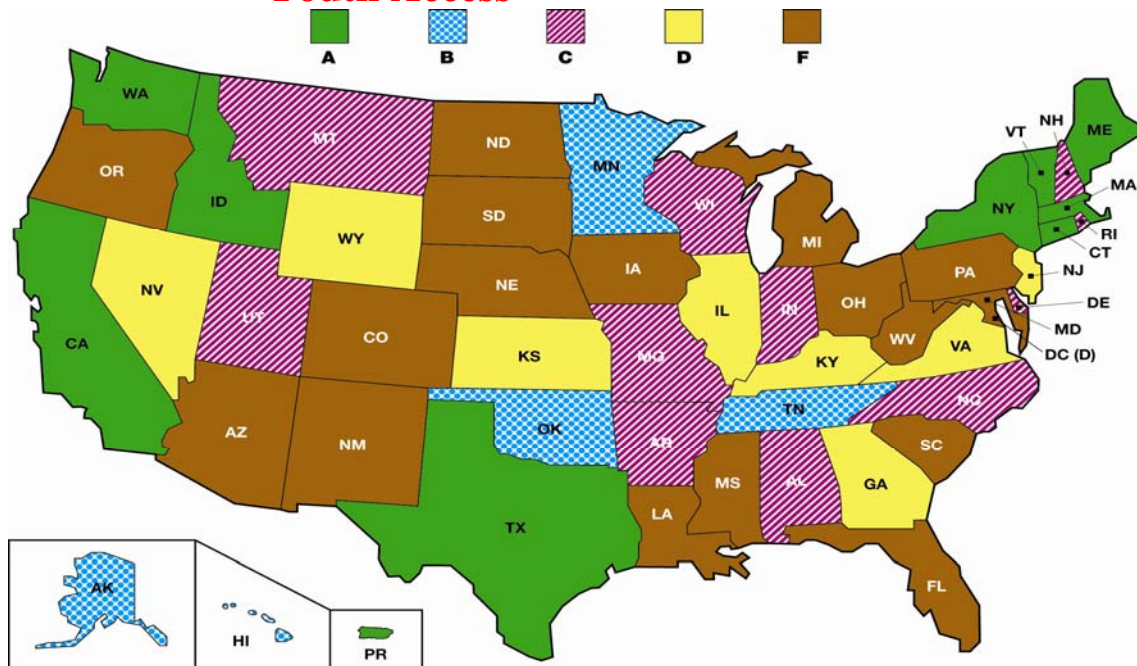


State of Tobacco Control 2007 Report Card

Youth Access



- Every day **4,000 children under the age of 18 start smoking** for the first time, and more than 1,100 become regular, daily smokers.
- In 2006, a U.S. District Court judge found the major **tobacco companies guilty of civil racketeering**, finding the companies continue their misconduct to this day. The judge wrote that the companies' conduct "misleads consumers" in order to maximize profits "by recruiting new smokers (the majority of whom are under the age of 18)."
- In October 2006, **R.J. Reynolds** settled a case with 38 state attorneys general to stop marketing flavored cigarettes in certain ways nationwide. **Barely seven months later, Reynolds introduced a new line of flavored cigarettes.** One study found 20% of smokers aged 17-19 smoked flavored cigarettes during a 30-

day period in 2004, while only 6% of smokers over age 25 did.

- The five largest cigarette companies spent **\$36 million each day** (\$13.1 billion per year) on advertising and promotion in 2005, the most recent data available. Since the Master Settlement Agreement was announced in 1998, their marketing expenditures **have increased by almost 100%**.
- Camel and its parent company, R.J. Reynolds, launched Camel No. 9 in January 2007. Aimed at young girls and teens, the product features bright pink and green coloring and claims to be "Light and Luscious." In September, Camel launched the Camel No. 9 100s line—featuring "Stiletto" cigarette ads in magazines with high youth readership.