

DON'T BE A TARGET

Big Tobacco wants you hooked on nicotine



Tobacco companies
Target Teens
with
BRIGHT COLORS
and
CANDY FLAVORS

Cherry Skoal is for
somebody who
likes the taste of
candy, if you know
what I mean.

HELLO
MY NAME IS

*U.S. Tobacco
Sales Rep*

BIG TOBACCO must recruit new users as current users **DIE**



They spend **\$1 million** an hour advertising where they know teens will see it, like gas stations and convenience stores near candy and sports drinks.

DON'T BECOME THEIR REPLACEMENT SMOKERS

- Smoking makes your clothes smell and your breath stink.
- Chew stains your teeth and causes cracked lips and sores in your mouth.
- Smoking wrecks your lungs and limits the oxygen you need for sports.

**SPEND YOUR MONEY ON SOMETHING
BETTER THAN TOBACCO!**

Learn more at reACTmt.com