

Information from Philip Morris Limited

We are providing this information as part of our efforts to communicate about serious issues to do with smoking. As with all health issues, you should consult with your physician about the dangers of smoking and ways to quit.

Smoking is addictive and dangerous

Smoking causes many serious and fatal diseases including lung cancer, heart disease and emphysema. Your risk of getting a disease from smoking is very high.

Do not think that smoking won't affect *your* health. You should never smoke if you are pregnant. Smoking while pregnant can injure your baby and causes, among other things, low birth weight. Public health officials, including the International Agency for Research on Cancer, have concluded that second hand tobacco smoke causes or increases the risk of diseases in non-smokers. You should take this into account in deciding whether to be in places where second hand smoke is present, or if you are a smoker, when and where to smoke around others. Don't smoke around children because children are particularly susceptible to second hand smoke.

You should not assume that lower tar cigarettes are safer or better for you

You should not assume that cigarette brands using descriptions like "Ultra Light", "Light", "Medium", "Mild" or other lower tar brands are less harmful or that smoking such cigarette brands will help you quit. In fact, the World Health Organization reports that switching to lower tar products offers no significant health benefits.

On cigarette packs terms like "Ultra Light", "Light", "Medium" and "Mild" describe the strength and flavour. The tar and nicotine numbers show the average tar and nicotine yield per cigarette, as measured by the International Organization for

Standardization machine tests required by many governments.

These numbers also provide an indication of strength and flavour.

The tar and nicotine yield numbers will not necessarily reflect the amount of tar or nicotine you actually inhale because people do not smoke like the machines used in the test methods.

The amount of tar and nicotine you actually inhale depends on how you smoke. It will be higher than the stated tar and nicotine yield numbers if, for example, you inhale more deeply, take more puffs or block ventilation holes.

There is no such thing as a safe cigarette. If you are concerned about the health effects of smoking, you should quit.

Quitting greatly reduces your risk of diseases

Quitting can be difficult but it can be done. For advice and help on quitting, consult your doctor, health clinic or pharmacist.

Children should not smoke

Talk to your children today about not smoking. Explain to them why they shouldn't smoke.

Don't leave your cigarettes in places where children can get them.

Cigarette smoke contains thousands of chemicals

Many of the chemicals are carcinogenic or toxic. When you smoke, you are inhaling these chemicals.

Cigarettes contain ingredients other than tobacco

Cigarettes consist mainly of tobacco. Ingredients are used as flavourings or processing aids (e.g. to keep the tobacco moist). In addition, the cigarette paper and filters contain ingredients such as colourings and adhesives.