

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

AUGUST 2008 TOBACCO INDUSTRY UPDATE

NEW TOBACCO PRODUCTS ALERT

Camel Crush ***"The New Menthol"***

On August 25th R.J. Reynolds will release its latest deadly product, which could likely attract new young smokers. Packaged in a sleek black and blue box, Camel Crush is a new brand of cigarette with a chemical capsule embedded in the filter. When squeezed the capsule releases menthol to change the flavor. The stronger the capsule is squeezed, the stronger the menthol delivery. Menthol cigarettes have higher carbon monoxide concentrations than regular cigarettes and may be associated with a greater absorption of nicotine and other harmful chemicals. In Louisiana alone, the tobacco industry spends approximately \$291.5 million to market its deadly products and Camel Crush is sure to make an appearance in stores near you.



Caption:
Experience menthol freshness on demand
Squeeze the filter
Hear the click
Change the taste

Camel No. 9 ***"You've Gone Way Too Far, Baby"***

Camel No. 9's, a brand of cigarettes specifically designed to attract young women and marketed as a chic, fashionable accessory, now introduces yet another insidious, seductive version of the same product.

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New packaging for Camel No. 9 features black lace on hot pink or teal backgrounds and the phrase "laced with flavor" and another with a zipper image indicating that smokers should "unzip the flavor." Below are also the original versions of Camel No. 9.



Nicotine Water

Marketed as an "alternative to smoking," Nicotine Water will be hitting the shelves some time in the very near future. Having survived multiple attempts to be made available over the counter in the last ten years and an official rejection from the FDA in 2002, Nicotine Water now comes to the market as a tobacco product. One bottle of Nicotine Water is equivalent to 3 cigarettes and since the water makes you feel full, the product boasts that it may prevent weight gain. The product's Web site touts it as a "safe nicotine drink for smokers trying to quit and smokers prohibited from smoking in restaurants, offices and airplanes. "It takes away the desire for a cigarette, and you don't have to feel like a second-class citizen or leper anymore," says Timothy Owens, CEO of Quick Test Five, the California-based manufacturer. "No one ever died of secondhand water."



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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 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 youth and young adults to get them hooked and keep them hooked for life by glamorizing smoking. Attractive and chic packaging and gimmick-based products, like Camel Crush and Stilettoes, are likely to seduce new young smokers.

Smoke-free indoor policies are forcing the tobacco companies to think creatively about new nicotine delivery systems, like nicotine water, so smokers don't completely have to sacrifice their addiction.

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 youth and young adults in your area.