

LET'S BE TOTALLY CLEAR.

INHALING SECONDHAND SMOKE IMMEDIATELY INCREASES YOUR RISK FOR HEART DISEASE.



FEBRUARY 2009 TOBACCO INDUSTRY UPDATE NEW TOBACCO PRODUCT ALERT DEVIL'S WEED



The Molina Cigar Co. has just released a new cigar product called Devil's Weed. The release of Devil's Weed, a product with its origins in the Dominican Republic, strategically coincides with the 515th anniversary of the landing of Columbus and the discovery of tobacco in 1492. Columbus returned to Spain with the new discovery and from there the plant would change the history of man and his world forever.

The first people to condemn tobacco were the Spanish Inquisitors. They condemned the plant and referred to it as the "Devil's Weed." Rodrigo de Jerez was one of Columbus' sailors who fell entranced by tobacco. For his constant use of the plant, he was imprisoned by the Spanish Inquisition.

Now, 515 years later, Molina Cigar Co., is marketing Devil's Weed as not a tool of the devil but "God's great gift to all of us" and hailing it as the sublime works of man, nature and God.

Editorial

For years the tobacco industry has been preying on the sensibilities of man with marketing strategies that appeal to the core desire to be attractive and powerful. Marketing products like Devil's Weed, appeal to the senses by promising a "master of the universe" confidence and an epicurean appreciation for finer things, which are more closely linked to personal identity, an identity rooted in personal and professional success.

Many people believe cigars are a safe alternative to cigarettes. The truth is that cigars contain the same harmful ingredients as cigarettes and cause serious health problems. Some long term effects of cigar use include gum disease, oral and throat cancers, heart disease and even jawbone loss.

Devil's Weed has already been spotted in retail stores in Metairie, Gretna and Baton Rouge, Louisiana. 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.

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