



# Menu

## Of Addiction

NO SMOKING DAY





**Nicotine's been on the menu for over 400 years.**



He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.



*According to a recent Nationwide survey:*

## MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,397 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

*The brand named most was Camel!*

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



Your "T-Zone" Will Tell You...

**T for Taste . . .**  
**T for Throat . . .**

that's your  
proving ground  
for any cigarette.  
See if Camels  
don't suit your  
"T-Zone" to a "T."



**CAMELS** *Costlier Tobaccos*

# 1946

Tobacco companies used doctors, dentists even babies in ads to make smoking seem safe and trustworthy.

Back then, the long term harms were not widely known.



I should say not! My Dad would never smoke anything but a **Marlboro**



Yes, you need never feel **over-smoked** ...that's the Miracle of Marlboro!

You're darn tootin my dad smokes **Marlboro** ...he knows a good thing!



Yes, you need never feel **over-smoked** ...that's the Miracle of Marlboro!

YOUR CHOICE OF  
IVORY TIPS • PLAIN ENDS • BEAUTY TIPS (RED)

# NICO TIME CIGARETTES



THE SMOOTH TASTE EXPECTANT MOTHERS CRAVE!

February 18, 1936 THE SATURDAY EVENING POST



Born gentle

Proud mothers, please forgive us if we too feel something of the pride of a new parent. For new Philip Morris, today's Philip Morris, is delighting smokers everywhere. Enjoy the gentle pleasure, the fresh unfiltered flavor, of this new cigarette, born gentle, then refined to special gentleness in the making. Ask for new Philip Morris in the smart new package.

**New Philip Morris...gentle for modern taste**

King Size or Regular Snap-open Pack



# 1953

**In 1953 BIG study was released  
linking smoking to lung cancer.**

Tobacco bosses met in New  
York to protect their business.

They launched a strategy to  
deny, distract, and keep selling.





# *Tobacco Playbook*

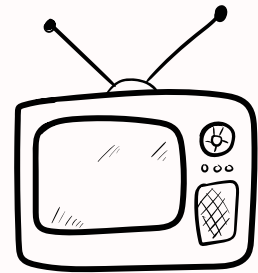
1. Make it normal and harmless
2. Hook people young
3. Reinvent the product
4. Keep customers coming back

That's why nicotine keeps  
showing up in new forms today.





# 1953-2026



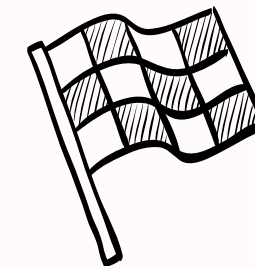
**1965: Cigarette TV ads banned**



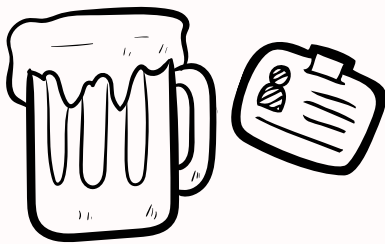
**1990: Tobacco ads banned on TV & radio**



**2002: Billboard and press ads banned**



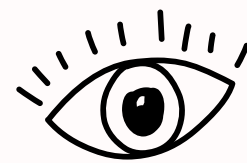
**2005: Tobacco sport sponsorship banned**



**2007: Indoor smoking banned; 18+ sales**



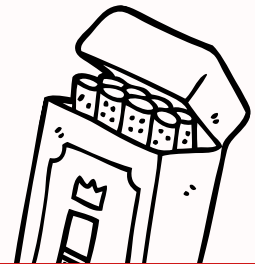
**2015: Smoking in cars with children banned**



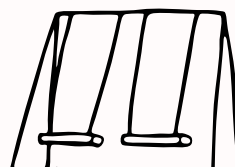
**2012: Tobacco displays banned**



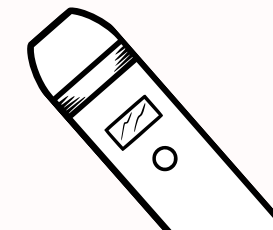
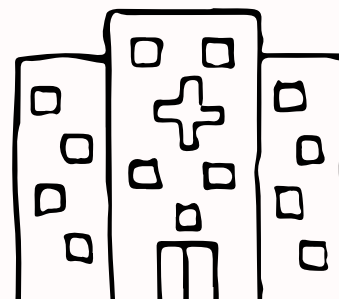
**2011: Cigarette vending machines banned**



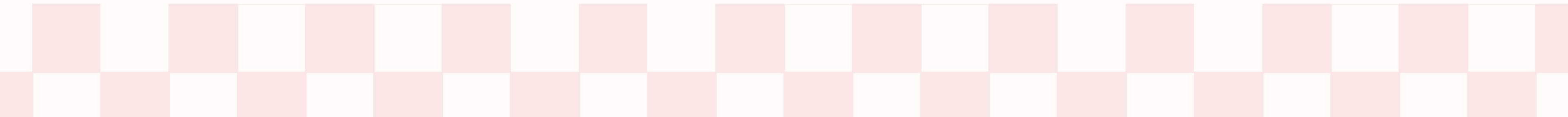
**2016: Plain packs introduced**



**2017: Smokefree schools, playgrounds, hospitals**



**2025: Disposable vapes banned**



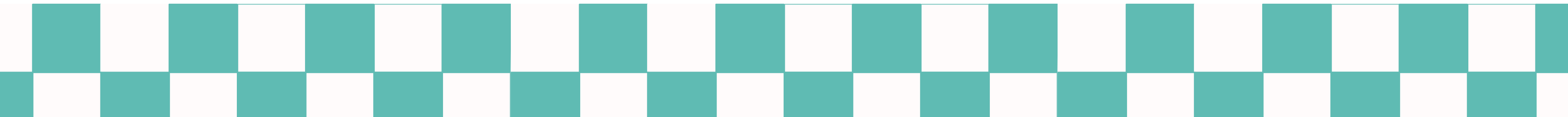
# New Tactics



As smoking became more restricted, the industry didn't disappear.

It shifted focus to the addictive ingredient that keeps people coming back.

That ingredient is nicotine.





# Bigger Menu

It's not just cigarettes anymore. The menu has expanded.





# Grand Prix

**LONG BEACH**

INTERNATIONAL



2024 F1 CONSTRUCTORS'  
**CHAMPIONS**



**McLaren**  
FORMULA 1 TEAM

**VELO**

PRINCIPAL PARTNER



This product contains nicotine and is addictive.  
For adult nicotine consumers only.



**"Give your throat a vacation...**

**Smoke a  
FRESH  
cigarette"**

**I**F the cigarette you have been smoking stings or burns your throat, switch to Camels and see the difference.

It's the peppery dust left in tobacco by inefficient cleaning methods that makes you cough.

It's the unkindly hot smoke of harsh, dried-out tobacco that burns and irritates your throat.

There is no peppery dust in Camels—that's whisked away by a special vacuum-cleaning process.

There are no stale, crumbly, parched tobaccos—the fine Turkish and mild Domestic tobaccos of which Camels are blended come to you in prime, factory-fresh condition, thanks to the Humidor Pack.

This scientific germ-safe wrapping—not plain ordinary Cellophane, but moisture-

*proof* Cellophane which costs nearly twice as much—seals in all the natural aroma and freshness, seals it so tightly that wet weather cannot make Camels damp, nor drought weather make them dry.

Camels are milder and more throat-friendly because they are dust-free and fresh.

Give your throat a vacation, switch to Camels for just one day. Then leave them—if you can.

There is **CANAL OF LATER RIVER** separating Marine Highway and Long Water - Canal structures, *Spontaneous Japanese Forward - Columbia System - every night except Sunday*



# CAMELS

**Midnight... NO CIGARETTES AFTER-FASTS**

**ARGUS**BAR NEON 2K

Powered by **VCSPOC**

# Fresh Flavour Meets Bold Power

# 2000 PUFFS

**ARGUISBAR**

NEON 2K

NEON 2K



ARGUSBAR



ARGUS BAR



ARGUSBAR

ARGUS BAR





LUCKIES ARE ALL-WAYS KIND TO YOUR THROAT

"it's toasted"

*Only the Center Leaves...these are the Mildest Leaves*



*They Taste Better*

Copyright, 1994, The American Tobacco Company

# SMOKE IN STYLE

With blu Electronic Cigarettes

Freedom never goes out of fashion. Control when and where you want to smoke with blu electronic cigarettes. blu produces no smoke and no ash, only vapor, making it the ultimate accessory and the smarter alternative to regular cigarettes. Step out in style with blu.

SCAN FOR A CHANCE TO WIN A STARTER KIT



**f** 'Like' us on  
**Facebook**

[facebook.com/blucigs](https://facebook.com/blucigs)

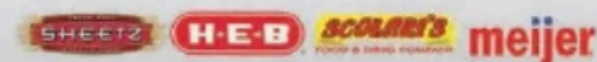


\* Introducing the World's First Smart Pack (Online Only)



[blucigs.com](https://blucigs.com)

Available at these fine retailers:



18+ only.

**CALIFORNIA PROPOSITION 65 Warning:** This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.











# Served With Style

1998

29% of 15 year old girls smoked weekly.

2023

17% of Y13 girls vape





## A collection of various tobacco and candy products, including Swisher Sweets, Skittles, Airheads, Pop Clouds, Juicy Drop, and Ice Breakers, arranged on a white surface. A cartoon character is partially visible on the right side. The products are: Swisher Sweets (Chocolate, Smooth + Sweet + Satisfying), Skittles (Rainbow Berry), Airheads Xtremes (Rainbow Berry), Pop Clouds (Grape), Juicy Drop (Chewy Taffy &amp; Sour Gel), Ice Breakers (Mints, Watermelon), and Pop Clouds (E-Liquid). There are also several small bottles of e-liquid and a box of Camel Snus. A cartoon character is partially visible on the right side.



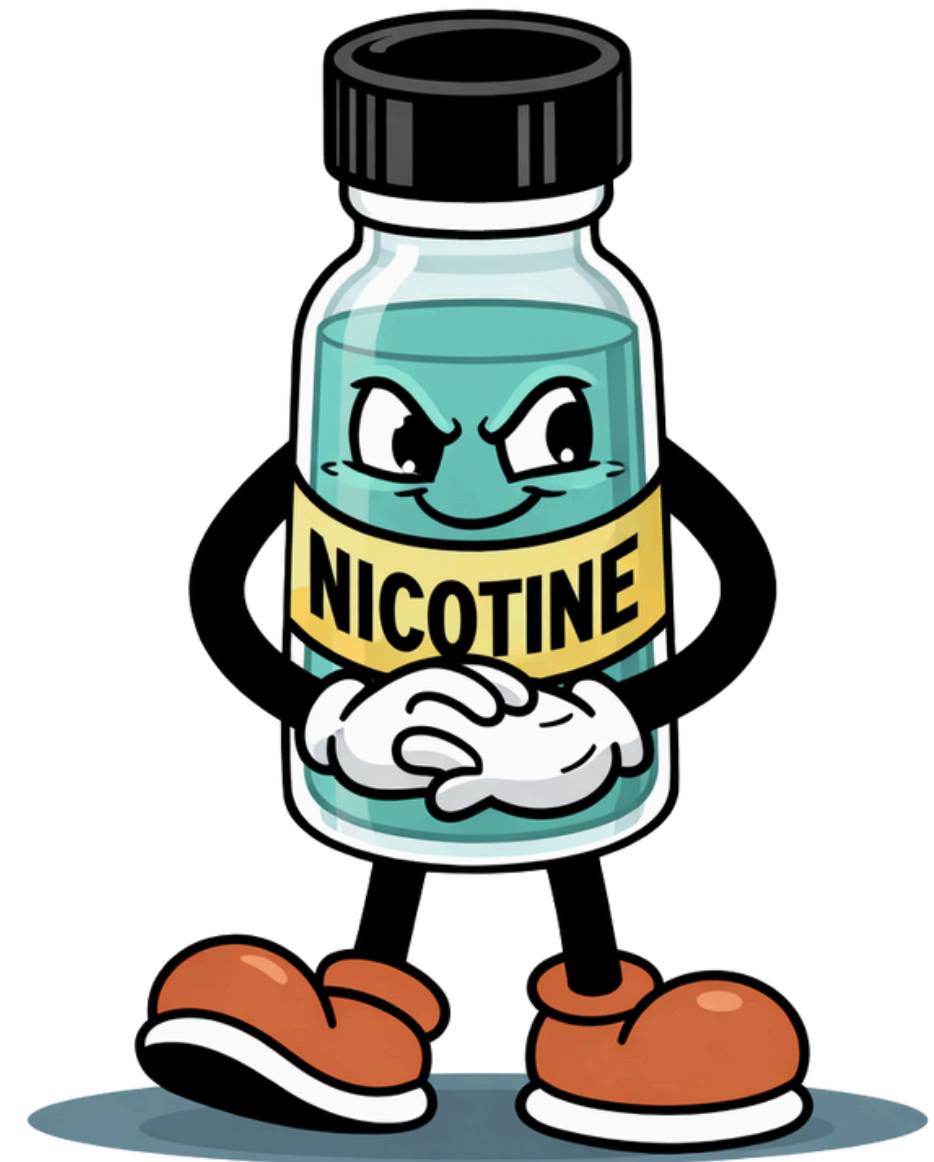


# Can You Spot The Difference

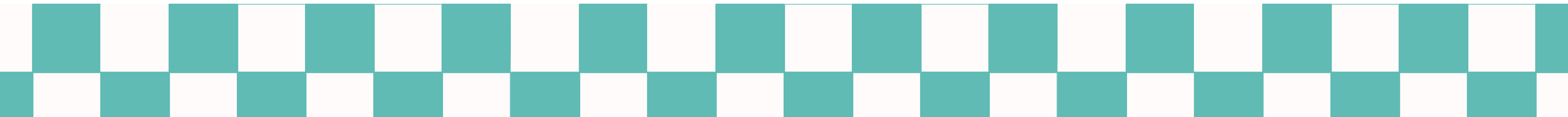




# What Is Nicotine?

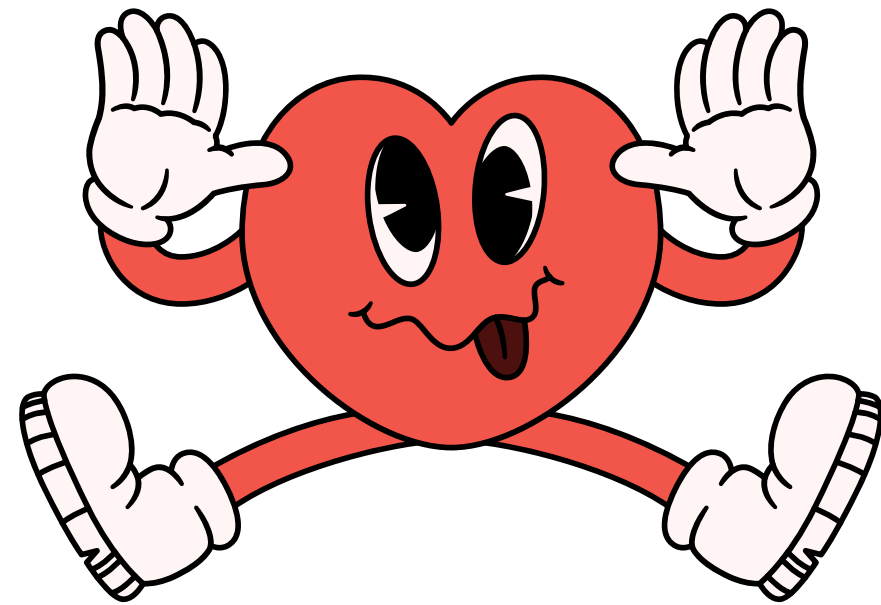


Nicotine is the addictive chemical in tobacco and many vapes. It's what **keeps people coming back**.

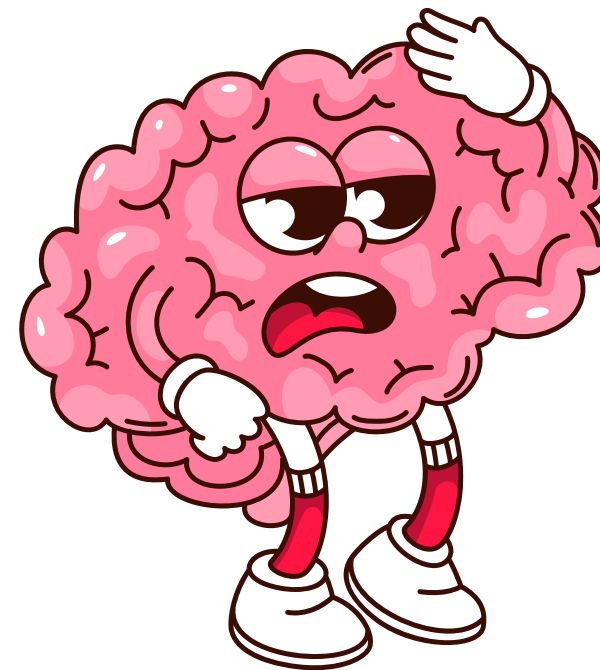




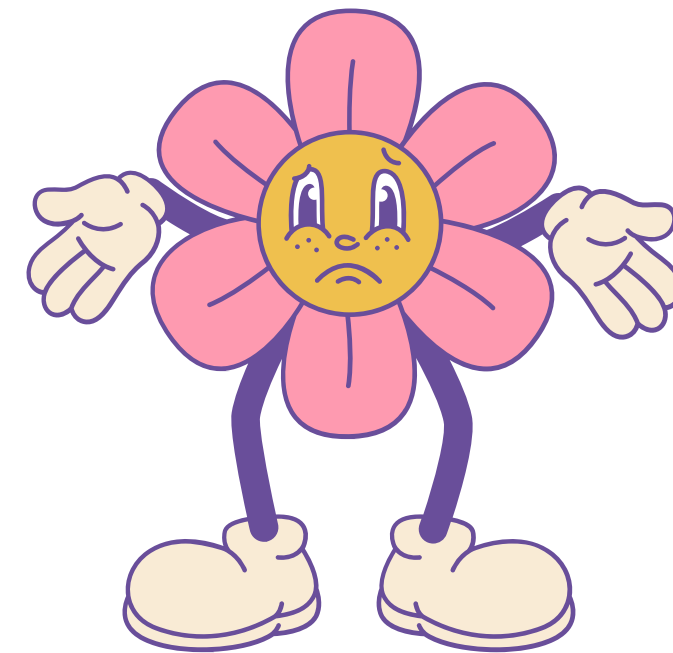
# What Does It Do?



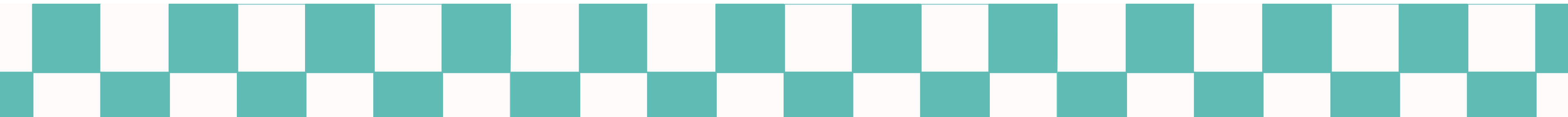
**Speeds** up your **heart** and **raises** your **blood pressure**.



It **tricks your brain** into wanting more, even if it's harming your body.



**Anxiety, mood swings,** and **health problems** over time.





# Nicotine Withdrawal

**Irritability** and **mood swings**

**Anxiety** and **restlessness**

Trouble concentrating

Increased appetite

**Insomnia**





# *The Bill*

**The menu looks fun first. The cost shows up later.**



**Cravings**

**Money**

**Stress**

**Addiction**

**Health**



# Illegal Tobacco & Vapes



Cheap products  
**sold without**  
ID checks.



Can **contain** even  
**more harmful**  
**chemicals.**



**Fuels criminal**  
**activity** and hurts  
young people.



# *Spot Warnings*

- Very cheap prices
- Bright, sweet, or cartoon packaging
- Sold in vans, car boots, or under the counter
- Single cigarettes
- Disposable vapes



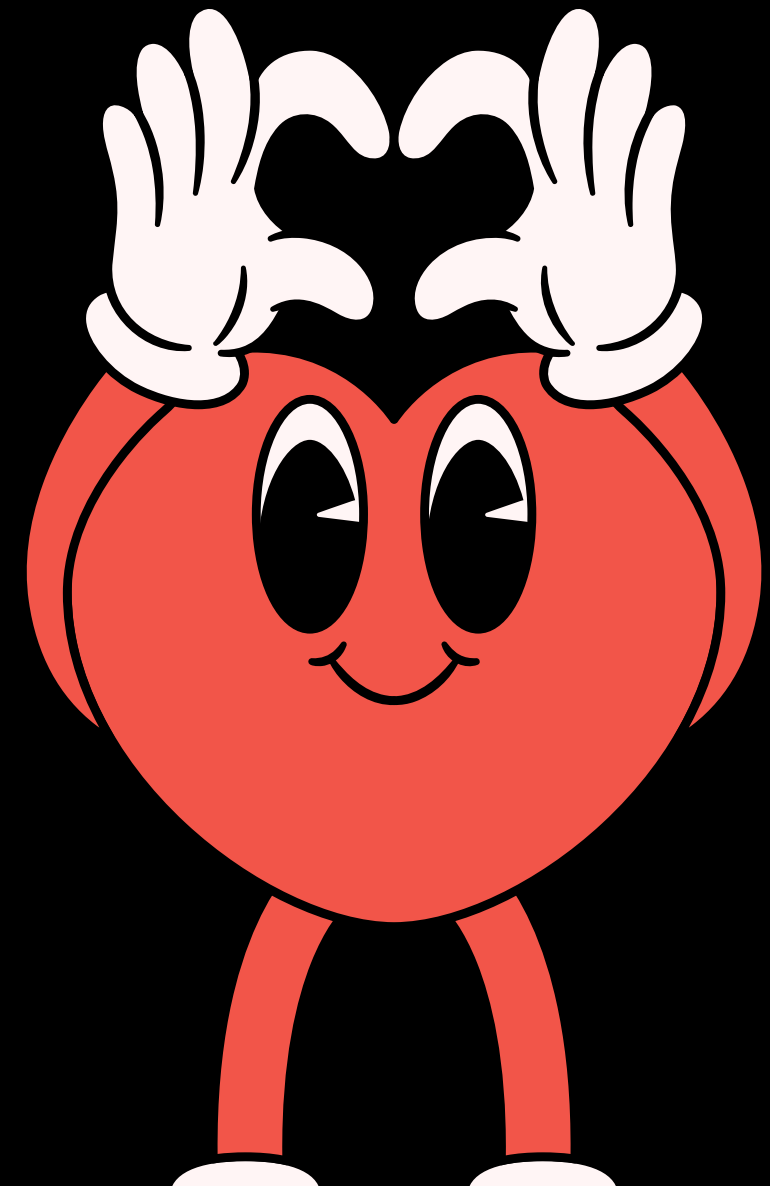


**DIM ESGUS.  
BYTH.**



**NO IFS.  
NO BUTTS.**

**Nolfs-Nobutts.co.uk** - report underage sales, illegal vapes and illegal cigarettes





# Hidden Ingredients

- Some illegal vapes have been linked to:
  - synthetic cannabinoids ("Spice")
  - THC oils
  - unknown chemicals and additives
- These substances are unpredictable and can cause severe reactions.
- The risk is not knowing what you're inhaling.



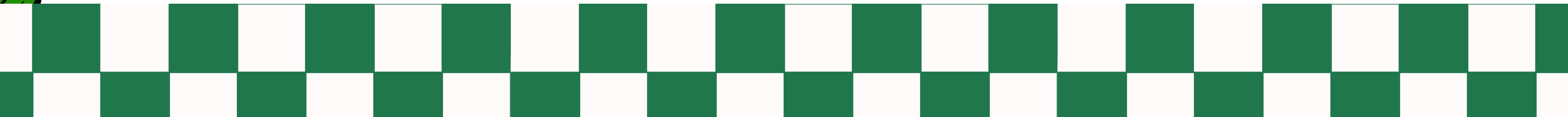




# *Hidden Ingredients*

THC is the main chemical in cannabis that causes a high.

- Feeling anxious or panicky
- Poor focus and memory
- Strong effects that are hard to control
- If it is not legal you do not know what you are inhaling







# *Heated Tobacco*

- Heated tobacco devices heat real tobacco instead of burning it.
- That means:
  - it's still tobacco
  - it still contains nicotine
  - it still produces harmful chemicals
- The design is new. The product isn't.





# Smokefree Generation

- For decades, tobacco control has reduced smoking through bans, warnings, and restrictions.
- But the industry adapted fast.
- The Tobacco and Vapes Bill is designed to stop nicotine being reshaped and resold to young people.

