



**No matter  
how you  
dress up  
the package,  
the product  
still kills.\***

Think "light" and "regular"  
cigarettes are different?

**Think again.**

Smokers get as much tar and  
nicotine from "light" and  
"ultralight" or "low-tar"  
cigarettes as they do  
from "regular" cigarettes.

That means that these  
smokers also get cancer,  
heart disease, emphysema  
and other deadly diseases  
as often as smokers of  
"regular" cigarettes.

Go to [www.paho.org/tobacco](http://www.paho.org/tobacco)  
to find out how to quit smoking and the  
truth about misleading cigarette labels.

\* With apologies to sharks and crocodiles.  
Worldwide, seven people died from shark attacks in 2005.  
No record is kept of deaths worldwide from crocodile attacks,  
but about two deaths per year are estimated in Australia.  
Tobacco kills 19,000 Australians and  
5 million people worldwide every year.



**World No Tobacco Day**

**May 31 2006**

Tobacco: Deadly in any form or disguise  
<http://www.paho.org/>



**Pan American  
Health  
Organization**



Regional Office of the  
World Health Organization