



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

May 31 2006



Pan American Health Organization

Regional Office of the World Health Organization