

**The FRAUD  
BEGINS...**

**PLAZA  
HOTEL**

**DOLL  
AND  
HILL  
1950**

**IT'S  
BEEN  
CONFIRMED,  
CIGARETTES  
KILL  
PEOPLE!!**

**Big Pharma**

**A STORY OF  
LIES, FRAUD  
& DECEIT**

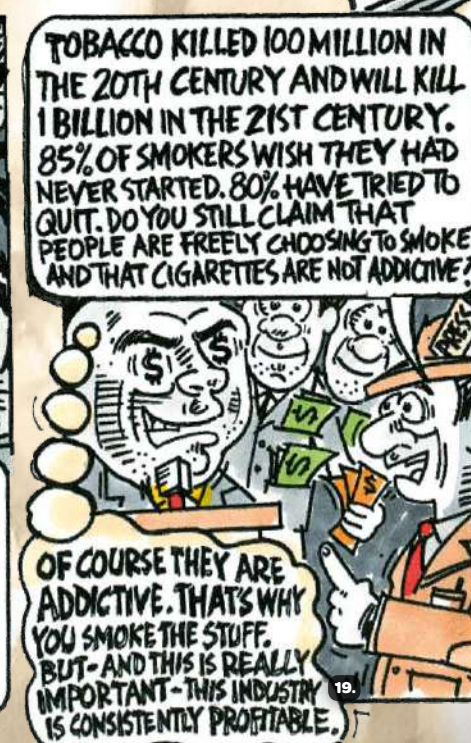
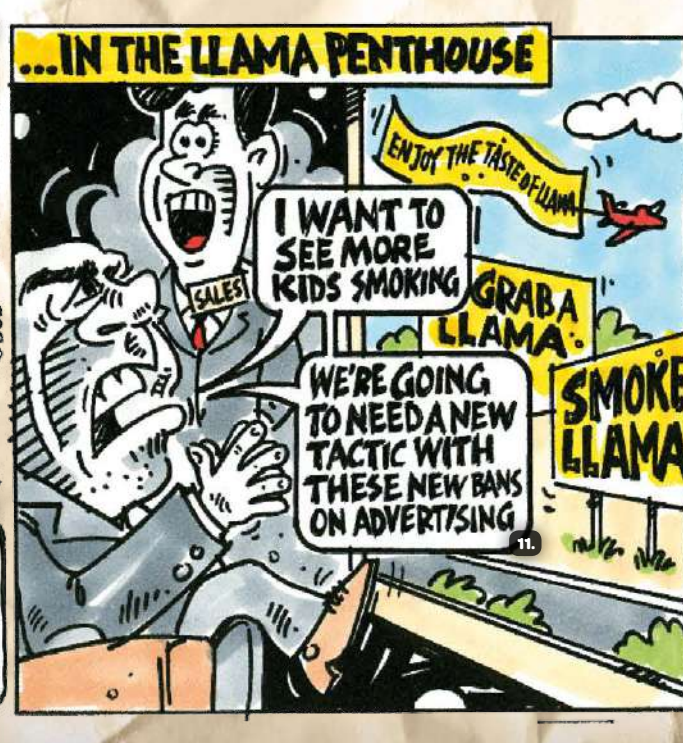
**WHAT DO  
WE DO?**

**HOW WILL  
WE MAKE  
MONEY?**

**WE DENY IT.  
WE CREATE DOUBT.  
WE REASSURE  
THE PUBLIC. WE  
FUND BOGUS  
RESEARCH. WE  
SUPPORT  
POLITICIANS.**









**“All too often in the choice between the physical health of consumers and the financial well-being of business, concealment is chosen over disclosure, sales over safety, and money over morality. Who are these persons who knowingly and secretly decide to put the buying public at risk solely for the purpose of making profits and who believe that illness and death of consumers is an apparent cost of their own prosperity? Despite some rising pretenders, the tobacco industry may be the king of concealment and disinformation.”**

(US Judge Sarokin in *Haines v Liggett Group*, 1992)

1. On 14th December 1953, CEOs from Big Tobacco met at the Plaza Hotel in Manhattan to plot a deliberate campaign around false reassurance, distraction and manufactured ignorance. (Proctor, R.N., 2011, *Golden Holocaust: Origins of the cigarette catastrophe and the case for abolition*, University of California Press, p17)
2. Big Tobacco secretly researched nicotine delivery for over half a century, deliberately modifying the nicotine levels in cigarettes to make them more addictive. (Wayne, GF & Carpenter CM, 2009, *Tobacco Industry manipulation of nicotine dosing*, *HandbExpPharmacol*, 192:457-85. Available at: <http://www.ncbi.nlm.nih.gov/pubmed/19184659>)
3. Even in the face of overwhelming evidence to the contrary, including its own internal scientific evidence, Big Tobacco consistently denied that smoking tobacco is harmful to health, often making ridiculous claims such as this: “So are potatoes. Tobacco is in the same family. You inhale the fumes of potatoes when you are cooking them” (Ron Berryman, Tobacco Institute, Australia, 1989)
4. Seven Big Tobacco executives testified at Congressional hearings in 1994, swearing that cigarettes are neither addictive nor harmful (contrary to their own scientific evidence)
5. Dave Goerlitz, lead model for RJ Reynolds for seven years, says his marketing brief was to “attract young smokers to replace the older ones who were dying or quitting ...I was part of a scam, selling an image to young boys. My job was to get half a million kids to smoke by 1995”. (Sunday Times, 1992)
6. “They got lips? We want them.” This was the answer given by R.J. Reynolds executives when asked which young people they were targeting — junior high kids or even younger? (R.J. Reynolds, 1990)
7. Though consistently denying that they were targeting children, the tobacco industry’s own secret documents reveal the dirty truth: the vast majority of smokers begin as children, and it was this market that the tobacco industry aggressively courted.

“It’s also a well-known fact that teenagers like sweet products. Honey, for example, might be considered [as an additive].” (B&W 1972, from John Schwartz, *Documents Indicate Strategy of Targeting Teen Smokers*, Washington Post, February 5, 1998).

“Australia’s second largest cigarette company has revealed its secret recipe: honey, licorice and cocoa are among ingredients added to tobacco to make it more palatable.” ABC News, 26 July 2000. <http://legacy.library.ucsf.edu/tid/nir81c00/pdf>
8. “It is important to know as much as possible about teenage smoking patterns and attitudes. Today’s teenager is tomorrow’s potential regular customer...” (Philip Morris, 1981 Bates No. 1000390803)
9. “Wouldn’t it be wonderful if our company was first to produce a cancer free cigarette. What we could do to the competition!” Dakin EF, Forwarding Memorandum: To Members of the Planning Committee. Hill & Knowlton, 1953:2. <http://legacy.library.ucsf.edu/tid/gyn66b00>

While continuing to deny a causal link between cancer and cigarettes, the tobacco industry’s documents prove that they were hoping to capitalise upon this link to market “safe” cigarettes.
10. In the face of overwhelming evidence about the dangers of smoking, Big Tobacco’s strategy was to provide smokers with the false reassurance that they were smoking “healthier” cigarettes, such as filtered, low tars, lights and milds. Their own scientists, however, confirmed that often filters, low tars, lights and milds were even more harmful. (Proctor, R.N., 2011, *Golden Holocaust: Origins of the cigarette catastrophe and the case for abolition*, University of California Press, pp 408-9)
11. As governments progressively closed the doors on direct tobacco advertising, Big Tobacco spent millions on sporting, arts, music and event sponsorships to continue to aggressively market their deadly products.
12. “No conclusive proof exists to support the claim that exposure to environmental tobacco smoke in public places is a health risk to non-smokers.” (The Tobacco Institute 1989). Big Tobacco predicted a “devastating effect on sales” as a result of the proven danger of secondhand smoke, mounting a well-funded and organised denialist campaign. In 2011 600,000 people died as a result of secondhand smoke, most of them women and children.
13. When asked by Shareholder Anne Donley whether he thought it was right for children to be exposed to secondhand smoke:

RJR Chair Charles Harper: “If children don’t like to be in a smoky room, and I wouldn’t like to be, they’ll leave.” Anne Donley: “An infant cannot leave a room.” Charles Harper: “At some point, they begin to crawl.” (in Carrig, David, “RJR Wins Fight”, USA Today: B1, April 18, 1996)
14. As a result of the Tobacco Master Settlement Agreement in 1998, millions of confidential internal tobacco industry documents were made public. Search the legacy documents at: <http://legacy.library.ucsf.edu>
15. “Dictating what goes on the label infringes on the product’s major selling angle. The label is the image of the packet, and image is what we sell.” (D Fairweather, Amatil 6/85).
16. “We don’t smoke that s\_ \_ \_ . We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid.” [R.J. Reynolds executive’s reply when asked by Dave Goerlitz, lead model for R.J.Reynolds, why he didn’t smoke] Giovanni, J, “Come to Cancer Country; USA; Focus,” The Times of London, August 2, 1992.
17. Big tobacco often hides behind front organisations to give the false impression that there is broad pro-tobacco support. The Alliance of Australian Retailers Pty Ltd, for example, was masterminded, fully funded (\$9 million) and run by Big Tobacco to fight Australia’s plans to introduce plain packaging.
18. Big Tobacco has resorted to threats, intimidation and overt interference with the sovereign right of governments to address health issues by suing governments, often using “puppet” governments to do their dirty work. Big Tobacco filed 53 Freedom of Information (FOI) requests against the Australian Government while plain packaging was being legislated; one FOI request alone cost the government more than \$650,000.
19. World Health Organisation 2011, Tobacco, Fact sheet number 339, at: <http://www.who.int/mediacentre/factsheets/fs339/en/index.html>

“Of course they are addictive. That’s why you smoke the stuff.” Talk to TMDP, Chelwood, 1990, August [L&D RJR/BAT 16] and Ross Johnson, ex-CE of RJ Reynolds, cited in Wall Street Journal 1994.

1984: 20 March: A Report for Philip Morris into the “Cigarette Consumer” highlights how “People continue to smoke because they find it too uncomfortable to quit. Over 85 per cent of smokers agree strongly/ very strongly to ‘I wish I had never began smoking’. Over 80 per cent claim to have had attempted to quit”
20. To replace the shrinking markets in Australia, Europe and the United States, Big Tobacco is now targeting “emerging markets” in places like South Asia, China, India, and Central and South America. (Proctor, Robert, *Golden Holocaust*, at 539’ Sex, Lies and Cigarettes, film by Vanguard.)



**Australian Council on Smoking & Health**  
334 Rokeby Road, Subiaco WA 6008

**P.** 08 6365 5436  
08 6365 5438

**E.** [acosh@acosh.org](mailto:acosh@acosh.org)

**W.** [www.acosh.org](http://www.acosh.org)

**advocacy in action.**