



# The State of Nicotine

By Adam Luftig and Dan Snyder

# Why we choose Nicotine:



We're intrigued by the fact that despite known health risks, people continue to use tobacco and nicotine. Perspectives on smoking have changed drastically in the last 50 years due to anti-smoking efforts, and with the introduction and health claims of e-cigarettes it is sure to change again.

# Question



- Does anyone in your family smoke?
- Do any of your close friends smoke?
- Do you know anyone who smokes?

# Industry History:

## Altria Group (Phillips Morris)

- Largest tobacco company in the world
- 15.6% of international tobacco market
- Multibillion dollar brands include:
  - Marlboro
  - Dji Sam Soe 234
  - Ligget & Myers
  - Longbeach
  - U Mild
  - ST Dupont Paris



# Industry History:

## RJ Reynolds International



- Founded in 1875
- 42% owned by British American Tobacco (UK)
- Second Largest Tobacco company in US
- Past success with Lucky Strike brand
- Currently Merging with Lorillard
- Brands include:
  - Camel
  - Cool



# Industry History: Lorillard Tobacco Company



- Founded in 1760
- Had to rebrand in 2010 because of legal issues– no such thing as “light” cigarettes.
- Bought “Blu” e-cigarette company in 2012
- Recently Acquired by RJ Reynolds
- Brands include:
  - Newport
  - Maverick
  - Old Gold



*Lorillard*



# Past Perceptions

In the mid 20<sup>th</sup> century:

- 54% of American men smoked
- 65% of people in the UK smoked
- Not perceived as a health risk
- “Less Irritating”



The figures quoted have been checked and certified to be correct by LYNBARD, ROSE, BROS. AND COMPANY, Accountants and Auditors.

**20,679\*** Physicians  
say “**LUCKIES**  
are *less irritating*”

**“It's toasted”**  
Your Throat Protection against irritation against cough





# Anti-Smoking Campaigns



In Latin America:

- Smoking was extremely prevalent in South American cities
- Phillips Morris launched anti-smoking campaigns saying smoking is an adult choice
- Smoking is still a large problem in Brazil and other Latin American countries

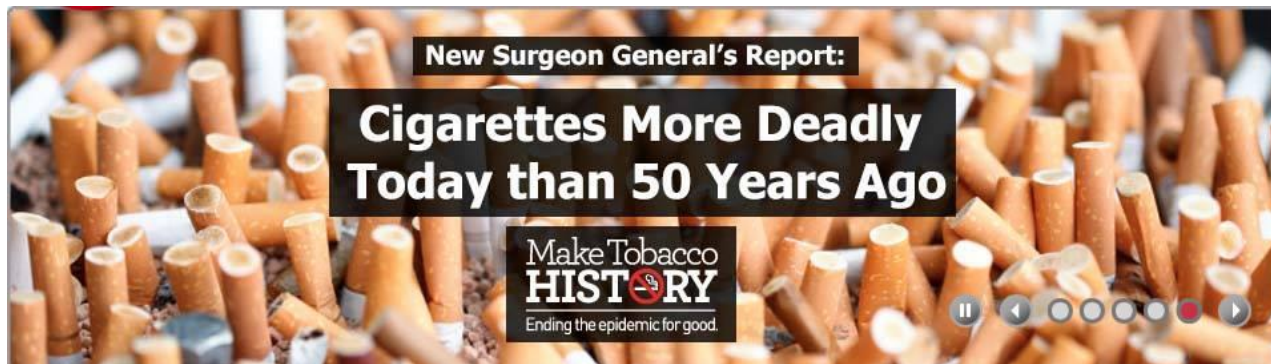


# Anti-Smoking Campaigns



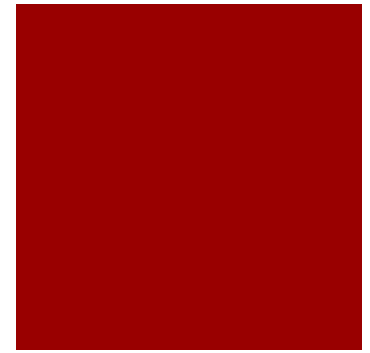
## Tobacco-Free Kids

- Covers U.S. Federal, State, & International Issues
- Encourage users taking action
- Pushed for CVS ban
- “Make Tobacco History”





# Warning Labels



New Zealand



India



Portugal



USA



# Anti-Smoking Ads



تحرق نفسك ووطنك

تسهر الأرقام والمصداقات التي أن المجتمع بفساد هذه عتق سموات أكثر من 1 مليار ريال على أسعار تعاقب التدخين و أن هذا اليوم يحتج 10 مبرمجين و 10 مصنفين و 10 مصلحين و 10 مصلحين بلون التباين والخلفاء. إن تدخين التبغ من أخطر عوامة على الرئتين من أن القهقهة ألف مبرمجين أربابها أيا تشعير به من خداتك ماضية وطريقة تعوق الأرباب التي يفتننها أمثالها أخطأ منها مائة.

الهيئة العامة للغذاء والدواء  
وزارة الصحة  
الجمعية السعودية للتبغ والكحوليات  
الجمعية الوطنية للتبغ والكحوليات



Com cigarro tudo vira cinza.

Comissão de Saúde  
0800 282 5005  
ALERT  
www.ajer.gov.br



الصحة ثمينة... لا تجعل منها دفتانا

بالتفكير الصحيح إلى دول الصحة العالمية أصبحت أرى العديد من الناس الذين ينفقون أموالهم في شراء التبغ وهم لا يدركون أن كل ما ينفقونه على التدخين هو ما ينفقونه على حياتهم. إن التدخين من أخطر عوامة على الرئتين من أن القهقهة ألف مبرمجين أربابها أيا تشعير به من خداتك ماضية وطريقة تعوق الأرباب التي يفتننها أمثالها أخطأ منها مائة.



SMOKEFREE

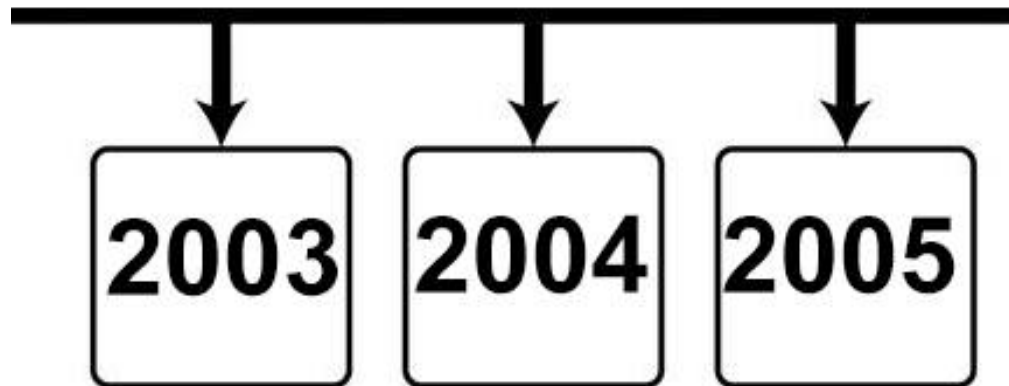
Smoking kills

About 106,000 people in the UK die each year due to smoking

# E-Cigarette History



2003: Final concept design created  
2004: Hit first major market in China  
2006: Worldwide distribution





# How E-Cigs Work



- Rechargeable lithium-ion battery
- Coil that superheats in 3-6 seconds
- Inhaler delivers nicotine vapor
- 2<sup>nd</sup> Gen E-Cigs have new technology





# E-Cigarette Health Claims

- Originally claimed to be completely safe
- High-temperature vaporization can produce chemicals such as formaldehyde
- E-Cigs produce less secondhand smoke



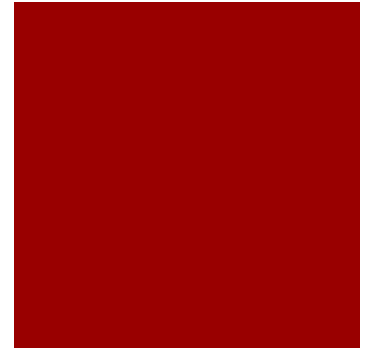
# E-Cigs vs. Cigarettes



- 4000 more chemicals in cigarettes
- E-Cigs vaporize nicotine rather than using combustion
- E-Cigs are re-usable
- Less of a fire Hazard



# Conclusion



Anti-Smoking campaigns and legislation have been effective in reducing smoking rates around the world.