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PUBLIC HEALTH, WELFARE & SAFETY
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Bill No. SB 336

Addictive Power of Cigarettes

- Dabble with Alcohol
  - Chances are 1:10 become an alcoholic
- Dabble with Cocaine
  - Chances are 1:6 of becoming a cocaine addict
- Dabble with nicotine
  - Chances are 1:2 of becoming addicted
  - Chances are 9:10 of becoming addicted

- **Presented in support of Senate Bill 336 by Robert Shepard M.D. Helena, MT 9601**

Addiction

- Everyone – Adults and Children
  - 100 Cigarettes (5 packs) addiction is well established
- Adolescents
  - 50% Addiction with 6 cigarettes
  - 1 per week for six weeks
- Some researchers think very susceptible kids may be hooked on 1 cigarette.

- 90% of kids start at age 18 and younger
- 50% of kids start at age 13 and younger

- NOT an adult choice, but a pediatric addiction that adults must live with

Nicotine

- The cigarette should be conceived not as a product but as a package. The product is nicotine. Think of the cigarette pack as a storage container for a day's supply of nicotine… Think of the cigarette as the dispenser for a dose unit of nicotine…. Smoke is beyond question the most optimized vehicle of nicotine and the cigarette the most optimized dispenser of smoke" Phillip Morris, 1923

- In a sense, the tobacco industry may be thought of as being a specialized, highly ritualized and stylized segment of the pharmaceutical industry"

- RJR 1972

- Clear strategy for the Tobacco industry
  - Get kids to try it
  - Make the first experience as “sweet” as possible
  - Nicotine makes cigarettes “harsh” so blunt the nicotine “harshness” and increase the nicotine delivery

Additives

- Menthol – anesthetic blunts the nerves and makes mount number
- Sugar the sugar makes the mouth feel sweet and less harsh, but also dramatically increases nicotine delivery
- Cocoa and chocolate adds flavor BUT also adds theophylline which dilates bronchiotubes and increase nicotine delivery deep into the lung

Additives

- Licorice adds flavoring but also contains glycyrrhizin which is also a bronchodilator
- Numerous flavors to enhance sweetness and mask tobacco harshness.

Apple
Berry
Pineappl
e
Chocolat
e

- You will here that these products are for their “adult” customers
- Ask yourself, how many times have you seen any adult pull out a pack of chocolate, mint, apple or berry cigarettes.
- That Claim doesn’t even begin to pass the “smell” test, much less the taste test

Cost of This Proposal

- There is only the cost to the “adult” who might rarely buy a flavored cigarette
  - They can’t find their flavor any more.

- However, this law will expose our children to the “harsh” taste of REAL tobacco.
- This will avoid their exposure to the harsh reality of a life time of addiction and disease.