



Please don't give our cigarette brands a part in any movie.

The appearance of cigarettes and brand imagery in movies continues to be a topic of concern to many in society.

Studies suggest that youth exposure to smoking in movies can increase their risk of starting smoking.^{1,2,3}

Philip Morris USA does not pay

for or endorse any product placement of its brands in movies.

We do not want our brands or brand imagery depicted in movies and television shows.

We appeal to, and encourage, those in the entertainment industry to eliminate depictions of our brands and brand imagery in their work.

References

1. Sargent, J.D., Beach, M.L., et al. (2005). Exposure to movie smoking: Its relation to smoking initiation among US adolescents. *Pediatrics*, 116, 1183-1191.
2. Sargent, J.D., Dalton, M.A., et al. (2002). Viewing tobacco use in movies: Does it shape attitudes that mediate adolescent smoking? *American Journal of Preventive Medicine*, 22(3), 137-145.
3. Pechmann, C., and Shih, C. (1999). Smoking scenes in movies and antismoking advertisements before movies: Effects on youth. *Journal of Marketing*, 63, 1-13.

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 **Youth
Smoking
Prevention™**
Philip Morris USA



Movies should inspire kids to be heroes. Not smokers.

Movies have the power to amuse, delight, teach and inspire.

Unfortunately, they may also have an influence on a kid's decision to smoke.

Studies suggest that youth exposure to smoking in movies can increase their risk of starting smoking.^{1,2,3}

Kids should not smoke. Producers, directors, actors and others in the

movie industry are in a unique position to voluntarily reduce or eliminate smoking scenes in movies directed at youth.

You have the power to help prevent youth smoking – just by losing one little prop.

For more information on our youth smoking prevention efforts, please visit www.philipmorrisusa.com

References

1. Sargent, J.D., Beach, M.L., et al. (2005). Exposure to movie smoking: Its relation to smoking initiation among US adolescents. *Pediatrics*, 116, 1183-1191.
2. Sargent, J.D., Dalton, M.A., et al. (2002). Viewing tobacco use in movies: Does it shape attitudes that mediate adolescent smoking? *American Journal of Preventive Medicine*, 22(3), 137-145.
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