

HIGHLIGHTING THE NEW CORRECTIVE ADS

More than 50 years after the U.S. Surgeon General first brought the relationship between cigarette smoking and lung cancer to the public's attention, tobacco companies are finally required to tell the truth about their deadly products. These "corrective ads" are designed to correct decades of misinformation that tobacco companies had spread about their products and highlight the following:

the adverse health effects of smoking;

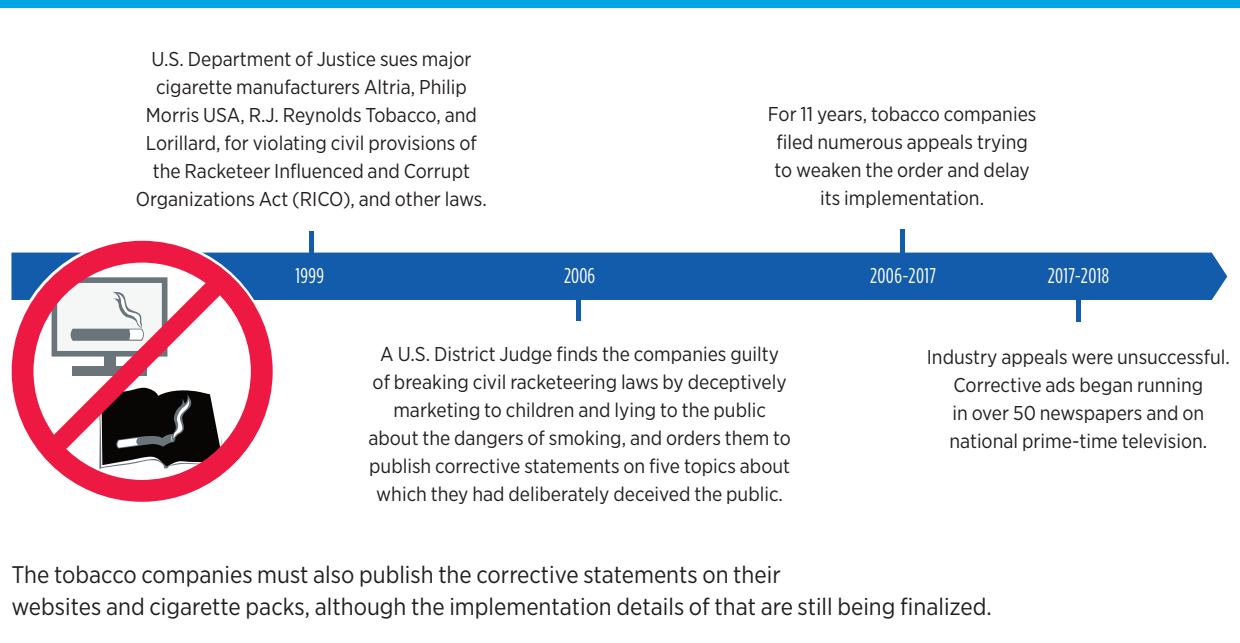
lack of health benefit from smoking "low tar," "light," "ultra-light," "mild" and "natural" cigarettes (products that have been deceptively marketed as less harmful than regular cigarettes);

the addictiveness of smoking and nicotine;

manipulation of cigarette design and composition to ensure optimum nicotine delivery; and

adverse health effects of exposure to secondhand smoke.

Here's some history on how the corrective ads came to be.



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