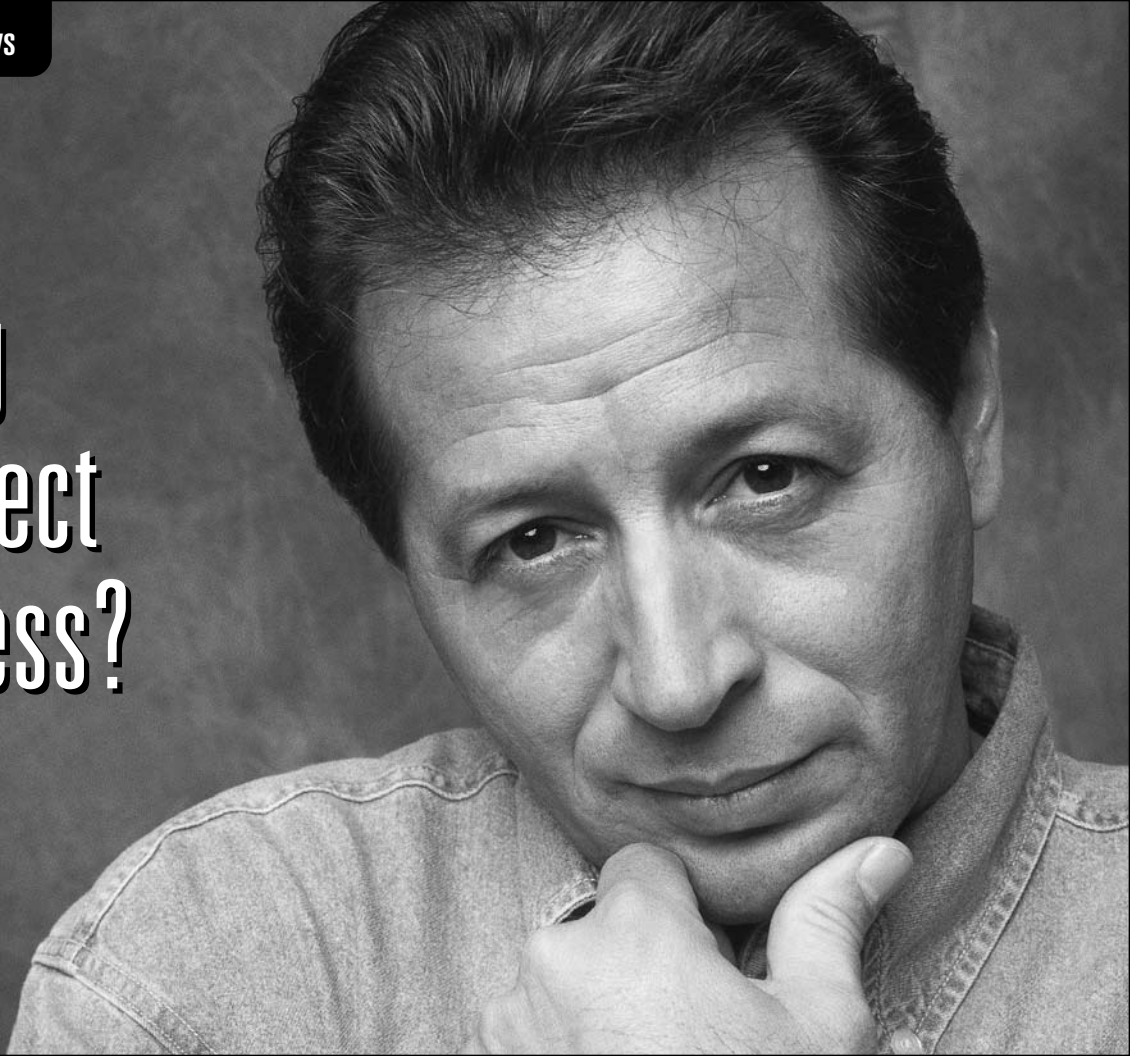


Do Smoking Policies Affect Your Business?



Don't Be Fooled by Big Tobacco. Smoke-Free Policies Do Not Harm Your Business. In Fact:

Smoke-free policies help protect food service workers and patrons from lung cancer, heart disease, and other ailments that may be caused by secondhand smoke.¹

Sound studies of smoke-free laws in California, Colorado, New York City, and Massachusetts demonstrate that overall sales tax revenues remain stable.²

You may have heard some claims that these laws adversely affect local economies. Who is behind the claims? The tobacco industry's own documents show that they have supplied this misinformation and used it to mobilize opposition.

The following quotes from Big Tobacco's internal documents concede that smoking restrictions do not affect any business but their own.

"Total prohibition of smoking in the workplace strongly affects [tobacco] industry volume. Smokers facing these restrictions consume 11%-15% less than average and quit at a rate that is 84% higher than average."³

"Financial impact of smoking bans will be tremendous [for the tobacco industry] — three to five fewer cigarettes per day will reduce annual manufacturer profits a billion dollars plus per year."⁴

"Smoking restrictions have been estimated, this year alone, to have decreased Philip Morris profits by \$40 million."⁵

"Economic arguments often used by the industry to scare off smoking-ban activity were no longer working, if indeed they ever did. These arguments simply had no credibility with the public, which isn't surprising when you consider that our dire predictions in the past rarely came true."⁶

¹ National Cancer Institute, 1999

² *Journal of Public Health Management and Practice*, 1999

From Philip Morris's Internal Documents

³ Heironimus, J., "Impact of workplace restrictions on consumption and incidence,"

Bates # 2045447770-2045447806, 1992.

⁴ "A Smokers' Alliance: draft," Bates # 2025771934 - 2025771937.

⁵ "Corporate Affairs 1994 Budget Presentation," Bates# 2045521070 - 2045521111, 1993.

⁶ David Laufer; "Draft 7/8/94 CAC Presentation #4," Bates # 2041183751 & 2041183790, 1994.

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Add your business to the list of more than 5,000 smoke-free restaurants in Colorado. Call GASP at 303/444-9799 or visit our Web site www.GASPforair.org.

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