

“Big Tobacco has been conning the restaurant business for years. Don’t be a sucker. Go smokefree.”

MICHAEL O’NEAL | O’Neal’s Lincoln Center,
New York City



James Salzano

Since the 1980s, the tobacco industry has been lying to the hospitality industry. Why?

To protect its multi-billion dollar annual profits. Smokefree restaurants cost Big Tobacco big money, but it can’t fight local clean indoor air laws openly. So it has lied and recruited the hospitality industry to do the job.

LIE Big Tobacco says smoke-free measures will cost you.

TRUTH All reputable economic studies show smokefree measures do not reduce and may increase restaurant sales.

LIE Big Tobacco says second-hand smoke poses no real risk.

TRUTH Every major health authority in the world agrees secondhand smoke is dangerous.

LIE Big Tobacco says you can “accommodate” smokers with remodels or costly ventilation systems.

TRUTH No feasible ventilation system protects you from legal liability for secondhand smoke.

Get wise to Big Tobacco. For facts and “insider” documents, go online to TobaccoScam.ucsf.edu



TOBACCO Big Tobacco
scam is lying.
Again.

TobaccoScam is a project of Stanton Glantz, PhD, of the University of California School of Medicine, San Francisco, CA 94143-1390.

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