

**“R.J. REYNOLDS TOBACCO,
LORILLARD AND ALTRIA**

**INTENTIONALLY
DESIGNED CIGARETTES
TO MAKE THEM
MORE ADDICTIVE.”**

- JUDGE GLADYS KESSLER

**“[TOBACCO COMPANIES] HAVE
MISLED CONSUMERS**

**INTO BELIEVING LOW TAR
AND LIGHT CIGARETTES**

**ARE HEALTHIER AND AN ACCEPTABLE
ALTERNATIVE TO QUITTING.”**

- JUDGE GLADYS KESSLER

“ALL CIGARETTES CAUSE

**CANCER, LUNG DISEASE,
HEART ATTACKS, AND
PREMATURE DEATH.**

THERE IS NO SAFE CIGARETTE.”

- JUDGE GLADYS KESSLER

**“[TOBACCO COMPANIES] CONTROL
THE NICOTINE LEVELS IN
CIGARETTES TO ENSURE THAT**

**SMOKERS BECOME
– AND STAY –
ADDICTED.”**



- JUDGE GLADYS KESSLER

**“THE EVIDENCE SHOWS THAT
[BIG TOBACCO] KNEW,
BUT REPEATEDLY DENIED**

**THAT SMOKING CAUSES
ADVERSE HEALTH EFFECTS
TO NONSMOKERS.”**

- JUDGE GLADYS KESSLER

“[BIG TOBACCO] HAS LONG KNOWN

**THAT SECONDHAND SMOKE IS
HAZARDOUS TO NONSMOKERS**

**AND HAVE UNDERSTOOD HOW THIS
COULD AFFECT PROFITABILITY.”**

- JUDGE GLADYS KESSLER