

# Protecting the Public's Health

Since 2009,  
5 historic advances  
in public health are  
making tobacco-related  
deaths part of  
America's past —  
not our future.

## FDA TOBACCO PRODUCT REGULATION -

September 2009



Ban flavored cigarettes making them less appealing to kids

March 2010



Restrict youth access to tobacco products

June 2010



Ban misleading advertising claims to communicate products are not safer

June 2010



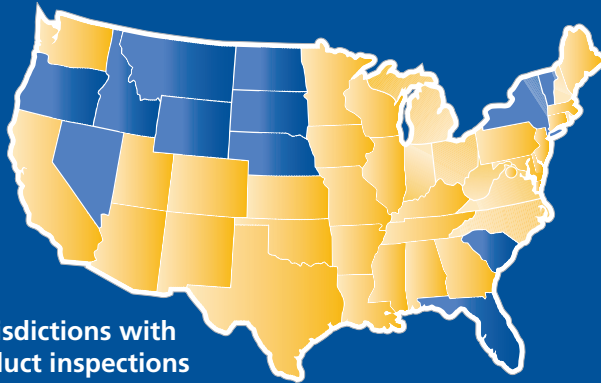
Establish new smokeless tobacco warnings to advertise health risks

June 2011



Issue new cigarette health warnings to highlight product dangers

Protecting millions of kids from buying tobacco.



38 states and jurisdictions with contracts to conduct inspections

- 42,509 inspections show retailers in 24 states actively keeping tobacco away from kids
- More than 2,247 warning letters issued to retailers for violating the law
- More than 60 civil money penalties issued

Most significant change to cigarette warnings in 25 years.

- 227 million Americans, 75% of U.S., reached via media blitz
- Estimated to reduce smokers by 213,000 in 2013
- \$426 million estimated economic benefit over 20 years
- Pack-a-day smokers will see 7,000 warnings each year
- 1-800-QUIT-NOW added for those interested in quitting



Unprecedented knowledge about tobacco products.  
FDA knows that more than 4,500 tobacco products exist, where they are made and, for the first time, the ingredients have been revealed to the FDA.