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Nearly **90%** of smokers $\epsilon n o r r n \{$
A r c l A J J c k n c L s J r I \{ ATN \% \bullet ^{TM} But if
someone has not started using
tobacco by age 26, they are likely to
never start.

Reaching the tobacco endgame and **knNxNarvTsonNVAcsaTto** will require strong government oversight. We need **orncaTNnnNTsAva** of the design, manufacturing, sales and marketing of all tobacco products. For example:

- Restrict marketing efforts like celebrity endorsements, movie placements, price promotions, event sponsorships and merchandise branding..
- Eliminate f avors and** sweeteners to reduce appeal to kids.
- Put graphic warning labels and nicotine concentration info on all products.
- Verify the effectiveness of products marketed to help people stop smoking.

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We must also continue to **support proven strategies and public policy:**

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- TM 700LxcArN**for strong, comprehensive tobacco policies.
- ŠM jUcsaTkNckN** in your life about the dangers of any tobacco or nicotine use.
- TM ccaSScno**in your community and state at **csnNrUNSnNcH™**

Learn more at
heart.org/TobaccoEndgame