



**Public Health**  
Prevent. Promote. Protect.

# **HOCKING COUNTY HEALTH** **DEPARTMENT**

**350 State Route 664 North ~ Logan, Ohio 43138**  
**Phone 740-385-3030 Fax 740-385-2252**

The history of the tobacco industry is almost like watching a horror movie. In 1994, Edward Horrigan (CEO of R.J. Reynold Tobacco company), along with seven other CEO's from major American tobacco manufacturers, stood before the Waxman Subcommittee (of the House of Representatives) and declared that they believed nicotine was not addictive. In 1982, he also stated that there had been no causal link found between smoking and disease. Today, we know these statements are not true but sadly, many consumers during that time believed tobacco manufacturers and eventually suffered the consequences. Today, we are seeing similar events happening with E-cigarettes. Tobacco companies, believe it or not, own the major E-cig brands (i.e. Blu, MarkTen, Vuse) you see on television and in ads. Manufacturers are marketing them as "healthier" or as an aid to help consumers quit. Should we believe the tobacco companies this time or should we realize that these are companies, yet again, trying to sell a dangerous product? Not to mention, these are companies who don't have the best history of telling the truth. Most Americans today know that using cigarettes and smokeless tobacco isn't healthy. Besides the nicotine from tobacco, there are over 4,000 chemicals in a single cigarette. Sixty nine of these chemicals are known to cause cancer. These chemicals don't occur naturally in the tobacco plant. So, why do tobacco companies put so many dangerous chemicals into their products? The truth is, tobacco manufacturers are experts at recruiting new customers and keeping them addicted. They have the chemical content and design of their products down to a science. Take a look at just some of the additives tobacco companies use to keep their customers hooked. (Provided by Campaign for Tobacco-Free Kids)

## **Making Cigarettes More Addictive:**

- **Increased Nicotine:** Tobacco companies control the delivery and amount of nicotine to ensure addiction.
- **Ammonia:** Added ammonia compounds increases the speed with which nicotine hits the brain.
- **Sugars and Acetaldehyde:** Added sugars make tobacco smoke easier to inhale and form acetaldehyde, a cancer-causing chemical that enhances nicotine's addictive effects.

## **Making Cigarettes More Attractive:**

- **Levulinic Acid:** Added organic acid salts reduce the harshness of nicotine and make the smoke smoother and less irritating.
- **Flavorings:** Added flavors like licorice and chocolate mask the harshness of the smoke and make tobacco products more appealing to young people.
- **Bronchodilators:** These added chemicals expand the lungs' airways, making it easier for tobacco smoke to pass into the lungs.
- **Menthol:** Menthol cools and numbs the throat to reduce irritation and makes the smoke feel smoother.

## **Making Cigarettes More Harmful:**

- **Tobacco-Specific Nitrosamines:** American-style cigarettes are made with blended tobacco that has much higher levels of cancer-causing nitrosamines.
- **Ventilated Filters:** Ventilation holes in cigarette filters cause smokers to inhale more vigorously, drawing carcinogens deeper into the lungs.



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Millions of Americans have been fooled by the tobacco industry. If you or someone you know is thinking about quitting tobacco, talk to a physician or tobacco treatment specialist for help. Tobacco use isn't just a dirty habit; it is a serious addiction. The Hocking County Health Department offers help to quit. Call 740-385-3030 extension 255 to talk to a tobacco treatment specialist.