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American Legacy Foundation*

August 14, 2007

Susan M. Ivey
Chairman
R.J. Reynolds Tobacco Company
P.O. Box 2959
Winston-Salem, NC 27102

Dear Ms. Ivey:

As public health and women's health leaders, we are incensed by your latest shameful new cigarette brand, Camel No. 9, and your offensive ad campaign for this brand. This product is nothing more than a veiled attempt to sell more cigarettes to girls and young women, putting them at grave risk for disease and a premature death. In the wake of the Camel No. 9 launch, more than 40 Members of Congress have called on women's magazines to refuse cigarette advertising aimed at young women. We join their appeal and go a step further in calling for Camel No. 9's complete removal from the marketplace.

R. J. Reynolds' marketing executives say that the Camel No. 9 ad campaign is aimed solely at adult women who already smoke. Reynolds once made the same implausible claims about Joe Camel, insisting that a cartoon character familiar to 90% of six-year-olds was designed to appeal to adults.

Just as Joe Camel was really aimed at enticing young people to smoke, Camel No. 9 is clearly meant to lure young women and girls into taking up this deadly addiction. First, the brand's packaging and advertisements feature colors (pink, teal, and black) and images (flowers, flourishes, and a hint of lace) typically associated with products targeted to very young girls. Second, ads for the brand are being run in fashion magazines, like *Vogue* and *Cosmopolitan*, that have millions of young female readers. Finally, your company is well aware that 80% of smokers

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begin before their 18th birthday and that established smokers rarely switch brands. As an R.J.R. executive once explained, “It is relatively easy for a brand to retain 18-year-old smokers once it has attracted them. Conversely, it is very difficult to attract a smoker that has already been won over by a different brand.”

This is certainly not the first time your company has designed a deadly product for a particular group of people. In 1990, you announced plans to debut a new brand of cigarettes, called Uptown, created specifically for the African American market. Fortunately, a coalition of community activists shamed you into withdrawing the brand before it was launched. You should be equally ashamed of yourselves for targeting teenage girls and young women for death and disease.

Smoking is currently the largest cause of preventable death among American women, killing more than 175,000 women a year—one every three minutes. Half of women who continue to smoke will die from a tobacco-related disease, and many more will suffer debilitating disabilities. Smoking affects a woman’s reproductive health, increasing the risk of infertility, ectopic pregnancy, miscarriage, preterm labor, stillbirth, and SIDS. Smoking increases a woman’s risk of heart disease, lung disease, and cancer of the bladder, cervix, esophagus, larynx, lung, kidney, oral cavity, pancreas, and pharynx. Lung cancer, overwhelmingly caused by smoking, kills more women than any other cancer, including breast cancer.

Given the alarming rate at which your customers are dying, it is little wonder that you need to recruit new smokers. As an executive at your company once candidly wrote, younger adults “[a]re the only source of replacement smokers,” and “[i]f younger adults turn away from smoking, the [tobacco i]ndustry must decline, just as a population which does not give birth will eventually dwindle.”

As individuals and organizations dedicated to improving the health and welfare of our citizens, we call on you to stop enticing our nation’s young women and girls to serve as your replacement smokers. Stop designing products targeting particular populations for death and disease. Remove Camel No. 9 from the market today.

Sincerely,



Cheryl G. Heaton, Dr.P.H.
President & CEO
American Legacy Foundation

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Alliance for Aging Research
American Academy of Pediatrics
American Cancer Society – Cancer Action Network
American College of Obstetricians and Gynecologists
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American Lung Association
American Medical Association
American Medical Women’s Association
American Public Health Association
American Social Health Association
American Society for Reproductive Medicine
Americans for Nonsmokers’ Rights
Association for Reproductive Health Professionals
Association of Women’s Health, Obstetrics, and Neonatal Nurses
Black Women’s Health Imperative
Business and Professional Women/USA
Campaign for Tobacco Free Kids
Citizen’s Commission to Protect the Truth
Coalition of Labor Union Women
Living Beyond Breast Cancer
Lung Cancer Alliance
National Asian Women’s Health Organization
National Association for Female Executives
National Association of County and City Health Officials
National Association of Local Boards of Health
National Association of Nurse Practitioners in Women’s Health
National Consumers League
National Council of Women’s Organizations
National Education Association – Health Information Network
National Hispanic Medical Association
National Latino Council on Alcohol and Tobacco Prevention
National Lung Cancer Partnership
National Medical Association
National Organization for Women (NOW)
National Partnership for Women and Families
National Research Center for Women and Families
National Women’s Health Network
National Women’s Law Center
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Public Health Advocacy Institute
Service Employees International Union
Society for Women's Health Research
Society of Gynecologic Oncologists
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