

## Interesting Facts about Light & Mild (L/M) Cigarettes:

- > Statistics show that 87.5% of university/college smokers smoke L/M cigarettes.
- > Tobacco companies want you to believe that Light & Mild cigarettes have less tar and nicotine than regular cigarettes, so they use machine-testing to calculate tar and nicotine values. (Clever aren't they?)
- > BUT humans don't smoke the way machines do. When humans smoke Light & Mild cigarettes, the nicotine and tar levels are the same as regular cigarettes.

## Myth OF Truth

### Myth:

Smokers get less tar or nicotine from light cigarettes.

### Truth:

Smokers do not get less tar or nicotine from 'light' cigarettes because they modify how they smoke (ie. Blocking ventilation holes, puffing more frequently, inhaling more deeply) to 'satisfy' the level of nicotine to which they have become addicted.

### Myth:

Light cigarettes are safer than regular cigarettes.

### Truth:

There is NO health benefit to smoking light cigarettes. Smokers of light cigarettes are as likely to get sick and die of tobacco related diseases as those who smoke regular cigarettes.

## Regular VS. Light