

# CIGARS



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# **Rebirth of Cigars**

- ❑ Media blitz and successful marketing campaign to remake cigars as positive**
- ❑ Cigars promoted as trendy!**
- ❑ Smoking cigars marketed as fine wine**

**Stogies aren't just for old fogies anymore!**

# *Cigar Industry Goals*

- ❑ **Create new cigar smokers among various groups - youth, women, military, athletes . . .**
- ❑ **Promote cigar as symbol of “success”**
- ❑ **Develop new cigar role models**
- ❑ **Cigar viewed as status symbol**



# **Marketing of Cigars as "Elegant Entertaining"**

**Promotion of Cigars via –**

- Cigar bars**
- Cigar dinners**
- Cigar night out/parties**
- Cigar specialty stores**
- Cigar magazines**



# *Use of Media to Promote Cigars*

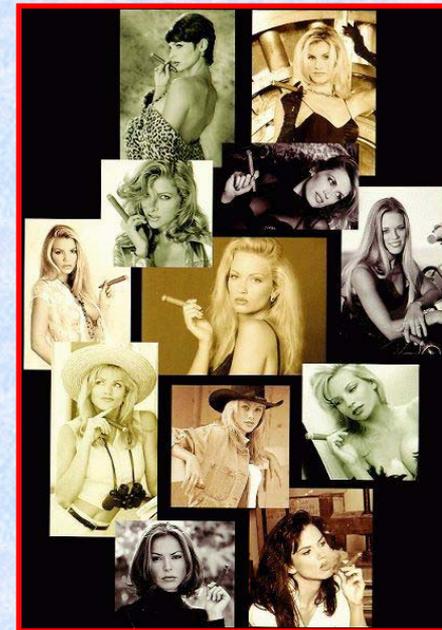
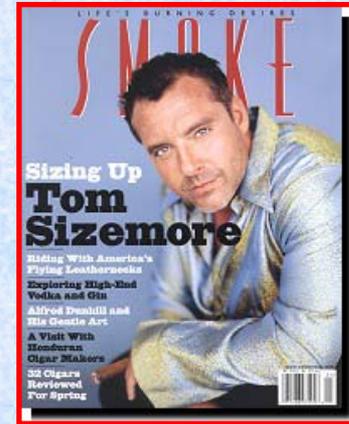
- Movies**
- Magazines**
- Television**
- Hollywood stars**



# Media Portrayal of Cigars as



- ❑ **Sexy**
- ❑ **Glamorous**
- ❑ **Prestigious**
- ❑ **Chic**



# **Effects of Cigar Media Campaign**

- ❑ Developed new cigar smokers**
- ❑ Cigar smoking viewed as acceptable, cool and as positive activity**

# **What the Cigar Industry Doesn't Want You to Know!**

- Influenced and shaped our thinking and our behavior
- They know how to hook you!
- Created a new generation of addicted smokers
- Used similar marketing campaign with cigarettes in 1940's, 1950's, 1960's . . .
- Know how to make "Big Profits"



# **What the Cigar Industry Doesn't Want You to Know!**

- Cigars usually contain up to 4,000 chemicals!**
- Cigars have more tar than cigarettes!**
- Cigar Tar is more carcinogenic than cigarette tar!**



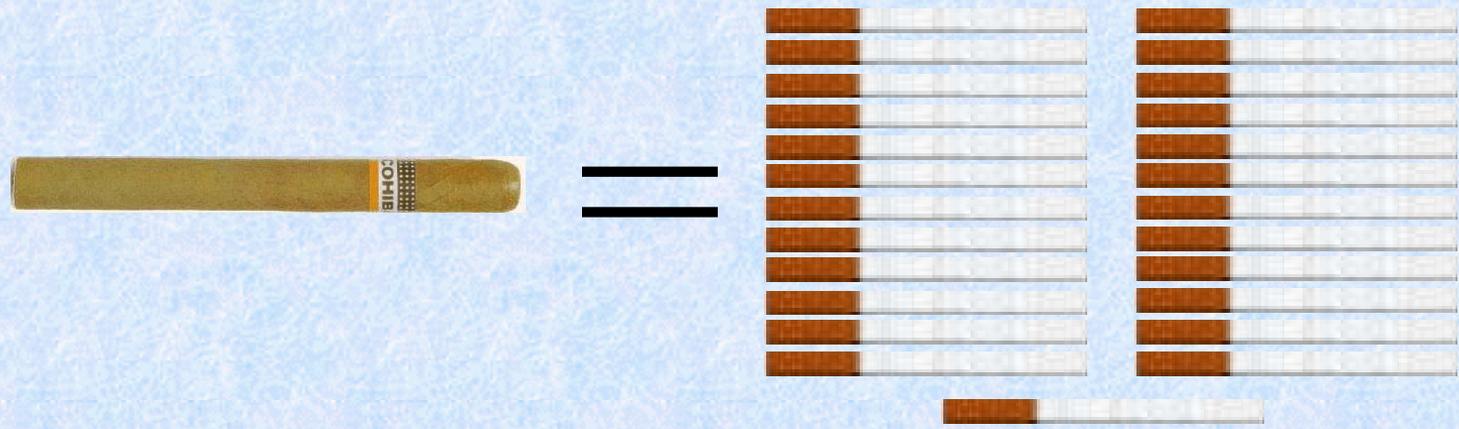
# **What the Cigar Industry Doesn't Want You to Know!**

- ❑ Cigars generally contain up to twelve times the amount of nicotine as do cigarettes!**
- ❑ Cigars have more than thirty times the carbon monoxide of one cigarette!**



# *A Large Cigar is Equivalent to --*

- ❑ 4 to 5 cigarettes in nicotine
- ❑ 15 cigarettes in tobacco
- ❑ 25 cigarettes in carbon monoxide



**Cigars are not a safe  
alternative to smoking  
cigarettes!**



# *Cigars*

- ❑ **Cigars are addicting!**
- ❑ **Nicotine is a powerful psychoactive drug**
- ❑ **Some cigars contain as much as 20 grams of nicotine, compared to about 15 grams in an entire pack of cigarettes**

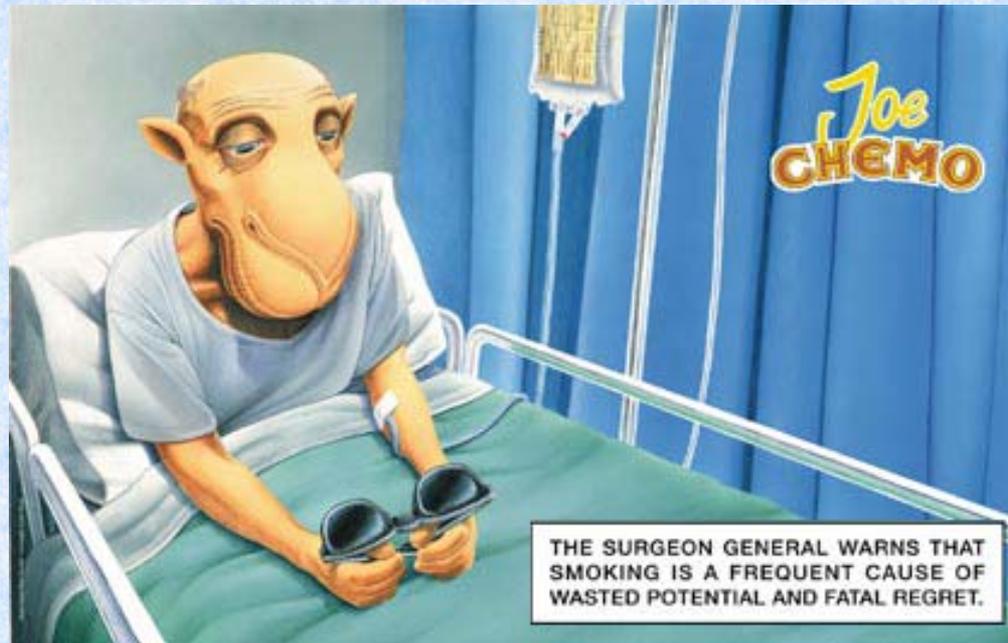


# Cigar smokers are at **GREATER RISK** for

- Oral cancer
- Lung cancer
- Throat cancer

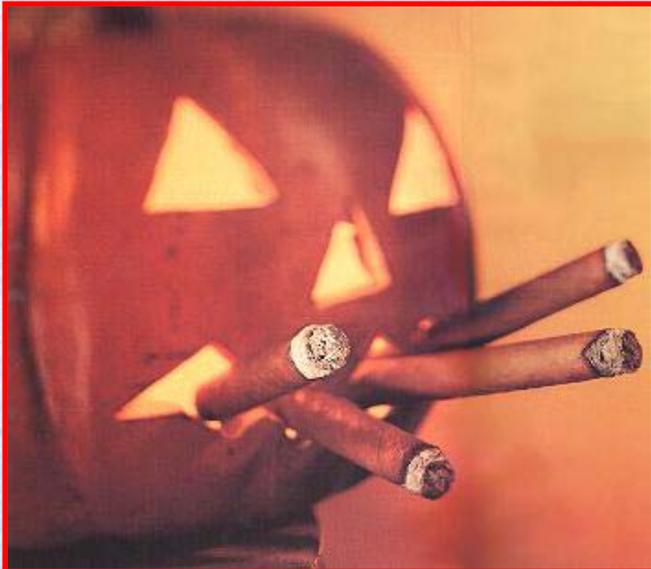


# Effects of Cigars



**A cigar has been called  
“a fire at one end and a  
fool at the other”**

**Horace Greeley**



**Smoking cigars is  
hazardous  
to your health!**



# An **OUTSTANDING** Sailor and Marine is --

- Physically and Mentally Fit**
- Hard Charging**
- Takes Care of his Buddies**
- Non Smoker!**



# What can do you do?

- Encourage others to quit!**
- Don't start smoking cigars!**
- Quit!**



**Need another reason to quit  
smoking cigars?**

**Impotence**

**Quit smoking**  
for the ones  
you love!

Si los amas,  
**¡deja de fumar!**



Acto/Doctor Lee Hirsch



[www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)

**CDC**  
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES



**Cigar Free**