

# **A CHALLENGE TO THE GOVERNMENT OF CANADA**



## **End the tobacco industry deception about "light" and "mild" cigarettes now!**

Thousands of Canadian smokers have switched to "light" brands believing that these cigarettes are less harmful to their health. However, internal tobacco industry documents describe the marketing of "light" cigarettes as a strategy to keep people smoking.

The science is clear: the world's leading experts have found that because of the way cigarettes are designed, switching from a "regular" to a "light" brand does little or nothing to reduce smokers' risk of dying. Europe and Brazil have already moved to protect their citizens from tobacco industry deception by banning terms like "light", "mild" and "low-tar".

One year ago, the Government of Canada indicated its intent to end the "light" and "mild" deception. It's time to live up to that commitment.

Canadian Cancer Society - Canadian Council for Tobacco Control  
Canadian Dental Association - Canadian Lung Association  
Canadian Medical Association - Coalition québécoise pour le contrôle du tabac  
Heart and Stroke Foundation of Canada - Non-Smokers' Rights Association  
Physicians for a Smoke-Free Canada