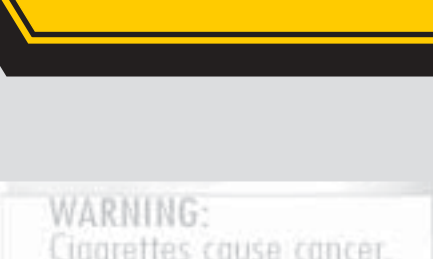




**FDA**  
**IS SEEKING**  
**PUBLIC**  
**OPINION**  
**FOR IT'S NEW**  
**TOBACCO**  
**WARNINGS**



## FDA is seeking public opinion for its:

# NEW TOBACCO WARNINGS

Federal agencies have been concerned that smoking rates, which declined from about 42 percent in 1965 to just under 21 percent in 2004, have remained flat since then.

"That's bad news," Sebelius said. "Every day, 4,000 young people try cigarettes for the first time and 1,000 continue to smoke."

Even though decades of research proved its addictive and deadly side effects, tobacco was one of the least regulated consumer products in the United States. The tobacco companies used to have specific advertisements intended to attract young people to tobacco products like sweet-flavored cigarettes, or pink colored packages for Joe Camel, and advertise for "safer" products such as "mild" or "light tobacco."

Scientists have proven the link between tobacco product advertisements and promotion and adolescent tobacco use. To protect kids from becoming addicted to tobacco products and suffering the deadly effects of tobacco, the Family Smoking Prevention and Tobacco Control Act (Tobacco Control Act) granted the FDA the authority to regulate advertising, marketing and production of tobacco products in the United States.

In a move that is the first of its kind in the United States, the Food and Drug Administration (FDA) has proposed new warning labels for cigarette packages. The new required warnings would consist of nine new textual warning statements accompanied by color graphics depicting the negative health consequences of smoking.

Regulators at the FDA hope the new warning labels will encourage current smokers to quit and deter young people from experimenting

The FDA added a shocking value to its warnings. A graphic explanation for the risk the people is taking when smokes

with cigarettes or any forms of tobacco products.

"We want to make sure every person who picks up a pack of cigarettes knows exactly what the risk is they are taking," said Health and Human Services Secretary Kathleen Sebelius in a press conference.

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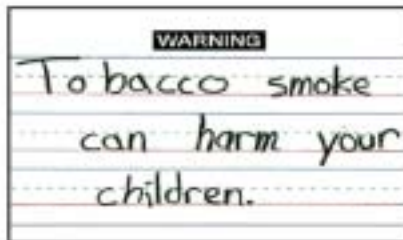
You can help to choose the graphic health warnings required by law for use on cig packs & ads.

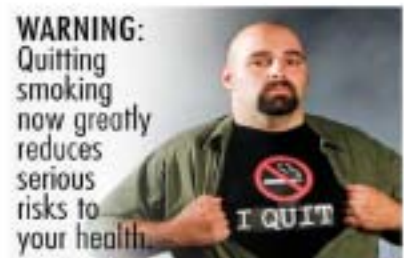
FDA is seeking public comment on the proposed ideas.

### **You can participate!**

To submit an official comment during this time period:

Go to [www.regulations.gov](http://www.regulations.gov) and insert docket number FDA-2010-N-0568 into the "search" box and follow the prompts or send a fax, with your comments, to 301-827-6870. You can also send it to: [info@saludhealthinfo.com](mailto:info@saludhealthinfo.com)







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