



FOLLOW THE SIGNS
PAUSE ADDICTION

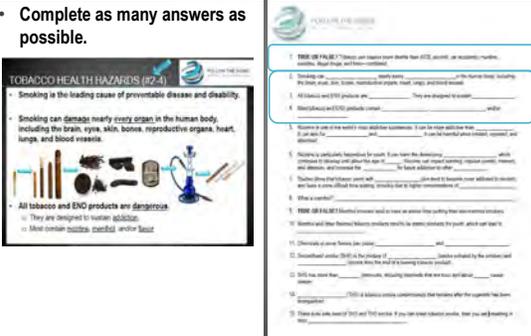
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BIG TOBACCO RETAIL MARKETING

"FollowLaTanisha"     

1

HANDOUT



Complete as many answers as possible.

TOBACCO HEALTH HAZARDS (#2-4)

- Smoking is the leading cause of preventable disease and disability.
- Smoking can damage nearly every organ in the human body including the brain, eyes, skin, bones, reproductive organs, heart, lungs, and blood vessels.
- All tobacco and END products are **dangerous**.
 - They are designed to sustain **addiction**.
 - Most contain nicotine, **menthol**, and/or **flavors**.

7. NAME ONE PAUSE? (There are many pause devices from ECTD, pens, etc. in nicotine, menthol, menthol, menthol, and menthol.)

8. Smoking can damage nearly every organ in the human body including the brain, eyes, skin, bones, reproductive organs, heart, lungs, and blood vessels.

9. All tobacco and END products are _____ They are designed to sustain _____

10. Most tobacco and END products are _____

11. Name at least one way to sustain addiction. I can be used with me _____

12. Smoking can damage nearly every organ in the human body including the brain, eyes, skin, bones, reproductive organs, heart, lungs, and blood vessels.

13. Name one way to sustain addiction. I can be used with me _____

14. Name one way to sustain addiction. I can be used with me _____

15. Name one way to sustain addiction. I can be used with me _____

16. Name one way to sustain addiction. I can be used with me _____

17. Name one way to sustain addiction. I can be used with me _____

18. Name one way to sustain addiction. I can be used with me _____

19. Name one way to sustain addiction. I can be used with me _____

20. Name one way to sustain addiction. I can be used with me _____

2

TOBACCO HEALTH HAZARDS (#2-4)



- Smoking is the leading cause of preventable disease and disability.
- Smoking can **damage** nearly **every organ** in the human body, including the brain, eyes, skin, bones, reproductive organs, heart, lungs, and blood vessels.
- All tobacco and END (electronic nicotine delivery devices) products are **dangerous**.
 - They are designed to sustain **addiction**.
 - Most contain nicotine, **menthol**, and/or **flavors**.

3

NICOTINE HEALTH HAZARDS (#5-6) 

- Nicotine can be more addictive than heroin. It can also be poisonous and deadly.
- Nicotine use can cause:
 - Vomiting, nausea, eye irritation.
 - Increased blood sugar levels, blood pressure, heart rate.
 - Heart and immune disorders.
 - Slow bone and wound healing.
 - Birth defects during pregnancy.
 - Harm to developing fetuses.
 - Allergic reactions.
- Nicotine can harm the developing brain which continues to develop until about the age of 25.
 - It can impact learning, impulse control, memory, and attention, and increase the risk for future addiction to other drugs.

4

MELANIN & NICOTINE (#7) 



- Studies show that tobacco users with darker skin tend to become more addicted to nicotine, and have a more difficult time quitting, possibly due to higher concentrations of melanin.

5

MENTHOL HEALTH HAZARDS (#8-10) 

- Menthol is a mint derived substance (flavor), derived from the peppermint plant.
 - Menthol makes the poison go down easier.
- Menthol's pleasant, cooling sensation causes the user to inhale more deeply with each drag.
 - Menthol smokers have a more difficult time quitting.
- Most tobacco (mentholated and non-mentholated) and END products contain menthol. Some more than others.
- Menthol and other flavored tobacco products tend to be starter products for youth, which can lead to drug use.



6

FLAVOR HEALTH HAZARDS (#11)

- Menthol and other flavors mask the harshness/ irritation of inhaling smoke and encourages people to experiment.
- Chemicals in some flavors can cause disease and allergic reactions.
 - Aldehyde can cause respiratory allergies. Associated with liver disease, diabetes, high blood pressure, and diseases of the nervous system and brain.
 - Carvone is a contact allergen.
 - Propylene glycol can cause lung irritation and asthma.




FOLLOW THE SIGNS
FAIRLY AWARENESS

7

TOBACCO SMOKE (#12-16)

- Produced by cigarettes, cigars, little cigars/cigarillos.
- Secondhand smoke (SHS) is the mixture of:
 - Mainstream – exhaled by a smoker.
 - Sidestream – end of a burning tobacco product.
- SHS has more than 7,000 chemicals, including hundreds that are toxic and about 70 cause cancer.
- Thirdhand smoke (THS) is tobacco smoke contamination that remains after the cigarette has been extinguished.
 - Clings to hair, clothing, cushions, curtains, carpeting, etc.
- There is no safe level of SHS and THS smoke. If you can smell tobacco smoke, then you're breathing in toxic chemicals.
 - SHS and THS can cause disease, disability, and death.



FOLLOW THE SIGNS
FAIRLY AWARENESS

8

END HEALTH HAZARDS (#17-18)

- ENDS release a harmful gas (also called tar) that causes several health hazards.
- Secondhand aerosol contains nicotine and organic chemicals, carcinogens, and other harmful substances. cause:
 - Eye, throat, and airway irritation.
 - Seizures and disorientation.
 - Hypertension, constricted arteries, and congestive heart failure.
 - Asthma, pneumonia, impaired lung function, inability to breath, and death.
- Nicotine, menthol, flavors, vapor, and burning metal are harmful.
- There's a link between END use and COVID-19.
- It will take a lifetime to discover the true health hazards.



FOLLOW THE SIGNS
FAIRLY AWARENESS

9

POWERFUL & CORRUPT (#19)  

- The tobacco industry loses 4,800 customers per day.
 - 3500 quit, the remaining die.
- The tobacco industry has committed fraud and conspiracy to deliberately deceive the American public with poisonous products.
- The tobacco industry secretly increased nicotine and menthol levels in the past.



10

WHAT IS MARKETING? (#20)  

- Commercial marketing firms manipulate marketing in order to gain brand recognition and increase sales.
- **Market research**
 - Everything studied to assist with strategic marketing tactics and the development of products.
 - Culture, heritage, music, slang, income, education, reproduction rates, stress factors, etc.
- **Retail sales strategy (4 Ps)**
 - Product (ingredients, flavor, and packaging)
 - Presence (ads, pack design, and displays)
 - Placement (location)
 - Price (promotions, discounts, and other price reduction methods)

11

TOBACCO RETAIL MARKETING (#21-22)  

- Tobacco retail marketing stimulates unplanned purchases, plays an important role in brand selection, and discourages quit attempts and abstinence among current and former tobacco users.
 - It increases youth access to tobacco.

12

"BIG 3" & LEADING BRANDS (#23)

	Philip Morris	RJ Reynolds	ITG Brands
CIGS	Marlboro, Basic, Virginia Slims, Parliament, L&M	Camel, Newport, Pall Mall, Capri, Doral, Misty	KOOL, Maverick, Winston, Salem
SMOKELESS	Copenhagen, Husky, Skoal, Levi's Garrett	Cougar, Grizzly, Kodiak, Hawken	
CIGARS	Black & Mild		Phillies, Backwoods, Dutch Masters
ENDs	JUUL	VUSE	BLU

13

RETAILERS & BIG TOBACCO (#24-25)

- **Next to gasoline, tobacco is the most profitable product at retail.**
 - Tobacco sales increase as discounting and advertising increases.
- **Tobacco marketing executives (TMs) are responsible for building relationships with hundreds of retailers.**
 - The purpose of the relationship is to convince the retailer to sign a contract.
 - The contract allows the tobacco industry to control and manipulate tobacco marketing in the store.
- **Most retailers have a contract with at least one Big Tobacco company.**
 - Retailers work with tobacco companies for free advertising and ongoing tobacco discounts.
 - Contracts require distribution, visible distribution, and price communication.

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FREQUENT STORE VISITS (#26)

- **TMs visit contracted stores at least once per month.**
- **TMs visit non-contracted stores at least once per quarter (every 3 months).**
 - TMs try to convince non-contracted retailers to sign a contract.
- **TMs identify opportunities to exploit and enhance their company's presence (advertising) at the curb, counter, and ceiling during each store visit.**
 - They monitor the 4Ps during each store visit.
 - They dominate the prime advertising locations.

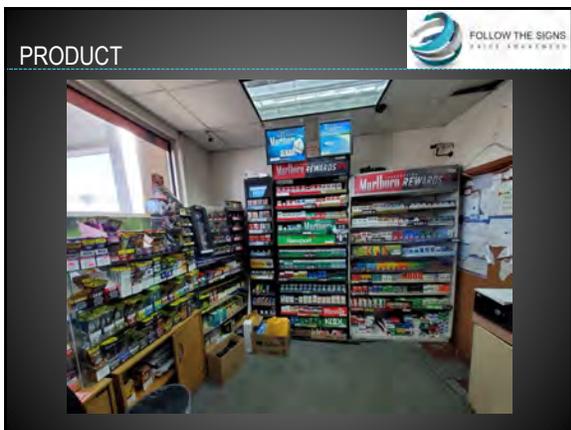
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16



17



18

PRICE & PROMOTION

FOLLOW THE SIGNS
PRICE AWARENESS

- Price reduction is a vital element of marketing.

19

DOES WHERE YOU LIVE MATTER?

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PRICE AWARENESS

20

FOLLOW THE SIGNS
PRICE AWARENESS

Stay tuned for more information!

"FollowLaTanisha"

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