



Endgame Talking Points

Why do we need to phase out the commercial sale of all tobacco products?

- 1** Tobacco kills when used as intended. Cigarettes specifically cause more deaths than gun violence, AIDS, suicides, traffic accidents, alcoholism, and opioid and other drug addictions combined.
- 2** Consumer products containing chemicals proven to cause a severe threat to human health have been banned in the U.S. and are no longer marketable. Examples include lead, chlorofluorocarbons (CFCs), and polychlorinated biphenyls (PCBs), some of which are found in tobacco.
- 3** There is little consumer “choice” involved in cigarette smoking—cigarettes have been insidiously engineered to be as addictive as possible. Inhaled nicotine is as or more addictive than heroin and cocaine.
- 4** The vast majority of people who smoke want to quit, wish they had never started, and do not want their kids to start.
- 5** Banning the commercial sale of all tobacco products is not the same as prohibition. Possession and use will not be made illegal. Endgame’s intent is to abolish the tobacco industry, not criminalize consumption of the product.
- 6** The results of cigarette smoking are devastating to the economy. The annual costs amount to roughly \$1,000 for every person in the U.S.
- 7** Cigarette manufacturing and use are greatly detrimental to society. Cigarette butts are the number one form of litter, both by number and weight, and leach toxic chemicals into the environment. E-cigarette packaging and disposables are a growing refuse problem too.
- 8** The tobacco industry intentionally markets to youth in an effort to recruit replacement smokers to maintain their business model and ensure profits.
- 9** The tobacco industry’s assertions of planning to “phase out” cigarettes are cynical marketing ploys that deceive the public into thinking that they will put an end to the harm they cause. The reality is that they will continue to sell cigarettes while they are profitable and we cannot wait for the tobacco industry to address this issue.

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