

# **Trust us: We're the tobacco industry**

## **Contents**

**Introduction**

**Addiction**

**Advertising**

**Agriculture and the International Tobacco Growers Association**

**Developing countries**

**Economics, taxes and trade**

**Secondhand smoke/Environmental tobacco smoke**

**Labeling**

**Tobacco industry lobbying**

**Media relations**

**Product design: "Light" and "low tar" cigarettes**

**Tobacco smuggling**

**The World Health Organization and other enemies**



**World Health  
Organization**

Regional Office for the Eastern Mediterranean

**Women**

**Youth smoking**

**Epilogue: Has the tobacco industry changed?**

**Annex I: Index by country and region**

**Annex II: Searching tobacco industry documents: Basic information, steps and hints**



**World Health  
Organization**

Regional Office for the Eastern Mediterranean