

“ Younger adult smokers  
are the only source of  
replacement smokers. ”

- 1984 RJR Report\*



**Break the Cycle**

**Don't Be the Industry's  
Next Replacement Smoker**

**90% of Regular Smokers start as teens**

\*February 29, 1984 RJR report, "Young Adult Smokers: Strategies and Opportunities". Bates No. 501928462-8550



**Quit Smoking or Don't Start  
1-800-Quit-Now**

**SmokeFreePhilly.org**