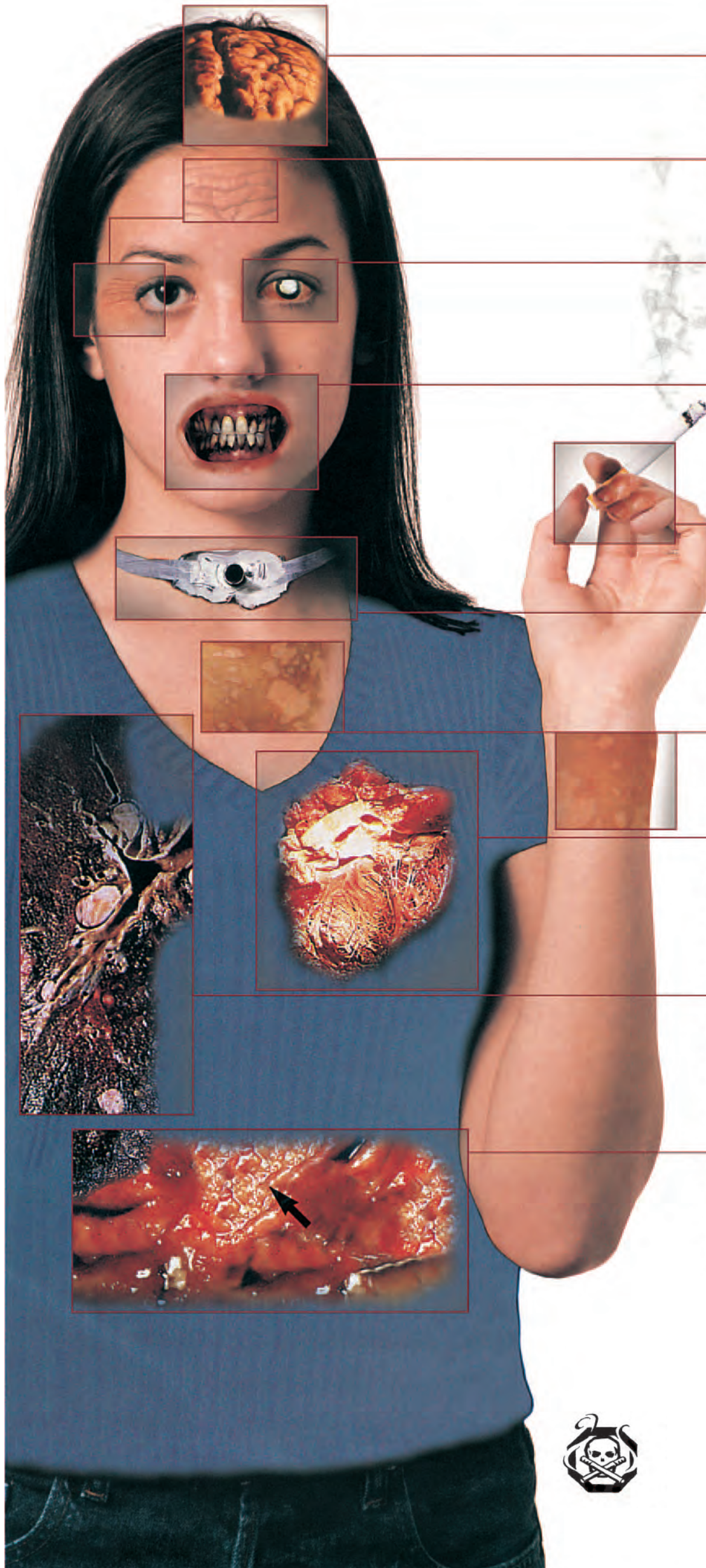


TOBACCO INDUSTRY'S Poster Child

EIGHTY-FIVE PER CENT OF SMOKERS START BEFORE THEIR 16TH BIRTHDAY.
DON'T BECOME A TOBACCO INDUSTRY POSTER CHILD.



ADDICTION

Nicotine in cigarettes is a powerful drug that can be as addictive as heroin and alters how your brain works.

WRINKLES

Smoking decreases blood flow to the skin. This leads to leathery-looking skin and increased wrinkling.

CATARACTS

The more you smoke, the greater your chance of cataracts — an eye problem that can cause blindness. Even former smokers have a 50 per cent higher risk of developing a cataract.

MOUTH CANCERS

Smoking is the main reason people get cancer in their tongues and mouths. Smoking makes it harder for your saliva to remove germs in your mouth. You'll get stains, bad breath, and a higher chance of gum disease — even if you're young.

SKIN DAMAGE

Tar from tobacco smoke turns your fingers yellow and stains your fingernails.

THROAT CANCER

Four out of every five cases of cancer of the esophagus are due to smoking. As smoke enters your throat, cancer-causing chemicals condense on your mucous membranes.

PSORIASIS

Smokers are twice as likely as non-smokers to develop psoriasis — a disfiguring red and silver rash that can occur anywhere on your body.

HEART DISEASE

Smoking is a major cause of heart attacks, BC's number one killer. Within one minute of your first puff on a cigarette, your heart begins to beat faster. Your blood vessels clamp down, raising your blood pressure and forcing your heart to work harder.

LUNG DISEASE

If you smoke, you're as much as 20 times more likely to die of lung cancer. But long before that, you'll find your lung capacity decreased. You may develop asthma and, if that doesn't stop you, emphysema — where 90 per cent of all cases are caused by smoking.

STOMACH ULCERS

Smokers are more prone to peptic ulcers. They don't heal as fast in smokers, and they're more likely to recur. There's also growing evidence that smoking may increase the risk of chronic bowel disease.

