“Smoking a cigarette for the beginner is a symbolic act...
'I am no longer my mother’s child, I’m tough, I am an adventurer,
I’m not square’...”

(1969 draft report to the Philip Morris Board of Directors)
"Nicotine is addictive."

We are, then, in the business of selling nicotine, an addicive drug.”

(Brown & Williamson 1963)

"Serious efforts to learn to smoke occur between ages 12 and 13.”
"The concept is a simple one... a children's video be made to advertise the Camel product.

Children love cartoons and these can be incorporated into the purchasing of cartons/packets of Camel cigarettes."

(Letter from Flanigan Enterprises to R.J. Reynolds Tobacco Development Co., 1988)
“Younger adults are the only source of replacement smokers. Repeated government studies have shown that: Less than one-third of smokers (31%) start after age 18.”

RJR
“British American Tobacco should learn to look at itself as a drug company rather than as a tobacco company.”

(April 1980 memo by a team of BAT scientists)