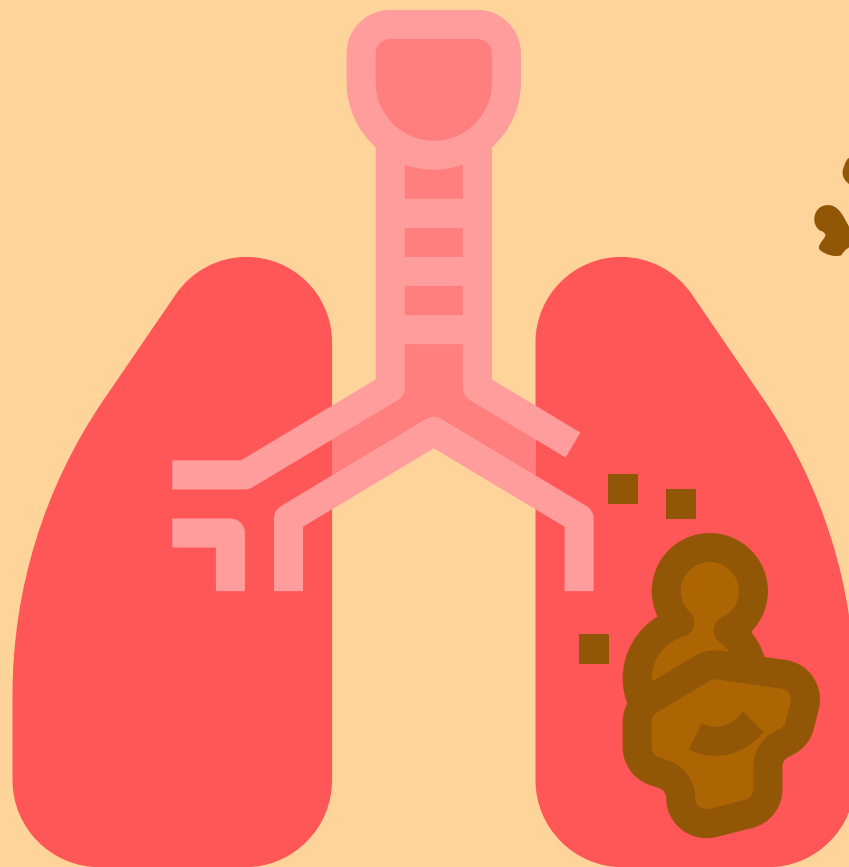# TOBACCO COMPANIES TARGET WOMEN

The tobacco industry aggressively targets women and girls with advertising that exploits ideas of independence, emancipation, sex appeal, slimness, glamour and beauty. Tobacco companies design products to specifically appeal to women, such as flavored cigarettes and fashionable packaging.

Even in countries where tobacco use by women is low, women are disproportionately exposed to secondhand smoke in the home and workplaces. Of all deaths attributable to secondhand smoke, 64 percent occur among women.

SAY NO TO TOBACCO