



TAKING DOWN TOBACCO

Every **ONE** smoker who dies
of a tobacco-related illness



is replaced by **TWO** new young smokers.

If we don't do something, **5.6 Million**
kids (under 18) alive today will die
prematurely from smoking.



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Don't be a replacement. Don't let your friends become replacements.
TAKE ACTION NOW TO START TAKING DOWN TOBACCO.

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