




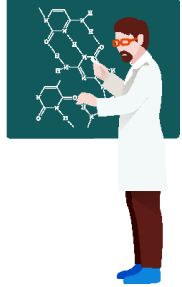



Tobacco and e-cigarette industry marketing tactics

<p>Targeting women and girls</p> 	<p>Targeting youth (e.g. selling sweet-flavoured cigarette rolling papers and flavoured e-liquids)</p> 	<p>Funding governments in low- and middle-income countries in exchange for weak tobacco and e-cigarette regulations</p> 
<p>Funding pro-tobacco and e-cigarette research</p> 		<p>Discrediting scientists</p> 
<p>Developing new/next-generation products (e.g. e-cigarettes)</p> 	<p>Lobbying governments for weaker regulations on tobacco and e-cigarettes</p> 	<p>Funding protest groups who are on the same side as tobacco companies</p> 