

A Federal Court has ordered Philip Morris USA, Lorillard, R.J. Reynolds Tobacco, and Altria to make this statement about the addictiveness of smoking and nicotine.

- **Smoking is highly addictive. Nicotine is the addictive drug in tobacco.**
- **Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.**
- **It's not easy to quit.**
- **When you smoke, the nicotine actually changes the brain — that's why quitting is so hard.**