

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

- **Lorillard, Altria, Philip Morris USA, and R.J. Reynolds Tobacco intentionally designed cigarettes to make them more addictive.**
- **Cigarette companies control the impact and delivery of nicotine in many ways, including designing filters and selecting cigarette paper to maximize the ingestion of nicotine, adding ammonia to make the cigarette taste less harsh, and controlling the physical and chemical make-up of the tobacco blend.**
- **When you smoke, the nicotine actually changes the brain – that’s why quitting is so hard.**