

# INFRACTION DISTRACTIONS

SYMBOLS LIKE THESE  
FALSELY IMPLY AN  
ENVIRONMENTALLY  
RESPONSIBLE TOBACCO  
INDUSTRY STANCE.



# INFRACTION DISTRACTIONS



**PEFC SUGGESTS A SUSTAINABILITY  
STANDARD THAT OBSCURES TOBACCO'S  
KEY ROLE IN DEFORESTATION.**

# INFRACTION DISTRACTIONS



**WORDS AND IMAGERY  
ON TOBACCO PRODUCT  
PACKAGING CAN BE  
USED TO SOFTEN  
HARM PERCEPTIONS.**