

Philip Morris International: Driving a Global Health Epidemic

PMI operates in 180 countries and its revenues exceed \$31 billion – that's over \$16,000 for every child, woman and man who has died this year from tobacco-related disease. The death toll is rising not only because PMI aggressively markets a deadly, addictive product, but also because PMI does everything in its power to obstruct tobacco control efforts.

This year, PMI interfered in tobacco control measures through:

LITIGATION

From Australia to Uruguay, PMI is aggressively suing governments for protecting public health.

ADVERTISING, PROMOTIONS & SPONSORSHIP

PMI and its affiliates use a variety of marketing tactics that circumvent ad bans and target women and youth.

SO-CALLED CORPORATE SOCIAL RESPONSIBILITY (CSR) SCHEMES

PMI's CSR is really a cost-effective public relations campaign to gloss over its tarnished image.

LEVERAGING GOVERNMENTS TO DO ITS DIRTY WORK

PMI has given legal aid to other countries like the Ukraine and Honduras for challenging life-saving public health laws in Australia.

FRONT GROUPS

PMI associates with a variety of groups like tobacco growers and retailers to advance its interests.