



Smoking is the best way to bad health.

- **Some people think that there is not much sense in refraining from smoking, since the inhabitants of many cities and even villages breathe air contaminated with industrial and automobile wastes. They are very wrong. Vehicle exhaust gases are harmful in themselves, but a smoking driver is subjected to something far more dangerous.**



If this offends you...
smoking with kids in a car
isn't any different.

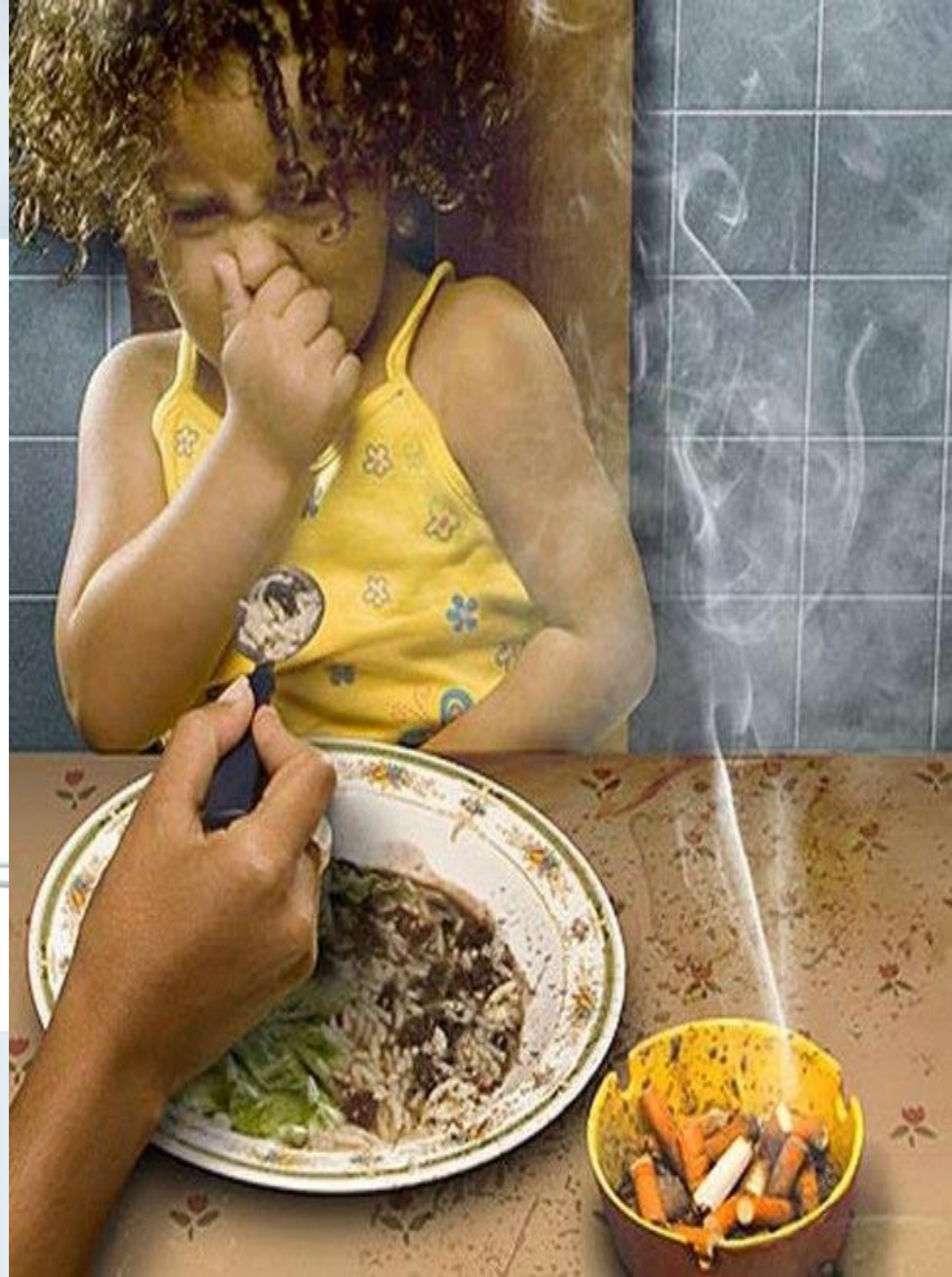


- **The harm of tobacco smoke on women should be especially emphasized. In particular, smoking may affect the course of pregnancy. Smoking women may bring into the world crippled or abnormal children.**



**Don't
swallow
other
people's
smoke.**

**Smoke free
ambient. Is
everyone's
right.**



- **Short-term effects of smoking include unfitness, wheezing, a general vulnerability to illness, bad breath, bad skin and so on**

Do
you think
about the future?



Most people killed by smoking were not heavy



WARNING
WHERE THERE'S SMOKE THERE'S HYDROGEN CYANIDE

Tobacco smoke contains hydrogen cyanide. It can cause headaches, dizziness, weakness, nausea, vertigo and stomach aches in smokers and non-smokers.

Health Canada



WARNING
CIGARETTES HURT BABIES

Tobacco use during pregnancy reduces the growth of babies during pregnancy. These smaller babies may not catch up in growth after birth and the risks of infant illness, disability and death are increased.

Health Canada



WARNING
CHILDREN SEE CHILDREN DO

Your children are twice as likely to smoke if you do. Half of all premature deaths among life-long smokers result from tobacco use.

Health Canada



WARNING
TOBACCO SMOKE HURTS BABIES

Tobacco use during pregnancy increases the risk of preterm birth. Babies born preterm are at an increased risk of infant death, illness and disability.



WARNING
CIGARETTES ARE HIGHLY ADDICTIVE

Studies have shown that tobacco can be harder to quit than heroin or cocaine.

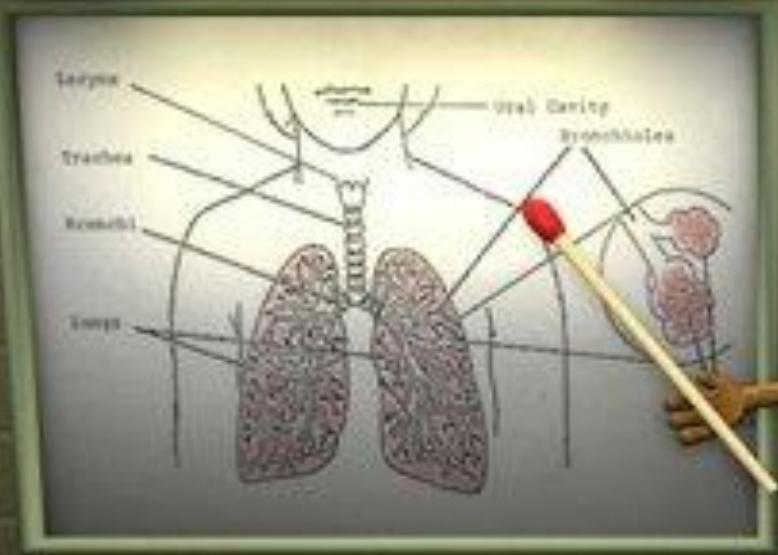
Health Canada



Don't do it. Don't think about it.
Don't Smoke.

Smoking to me
is like suicide...
It is death in
anticipation.





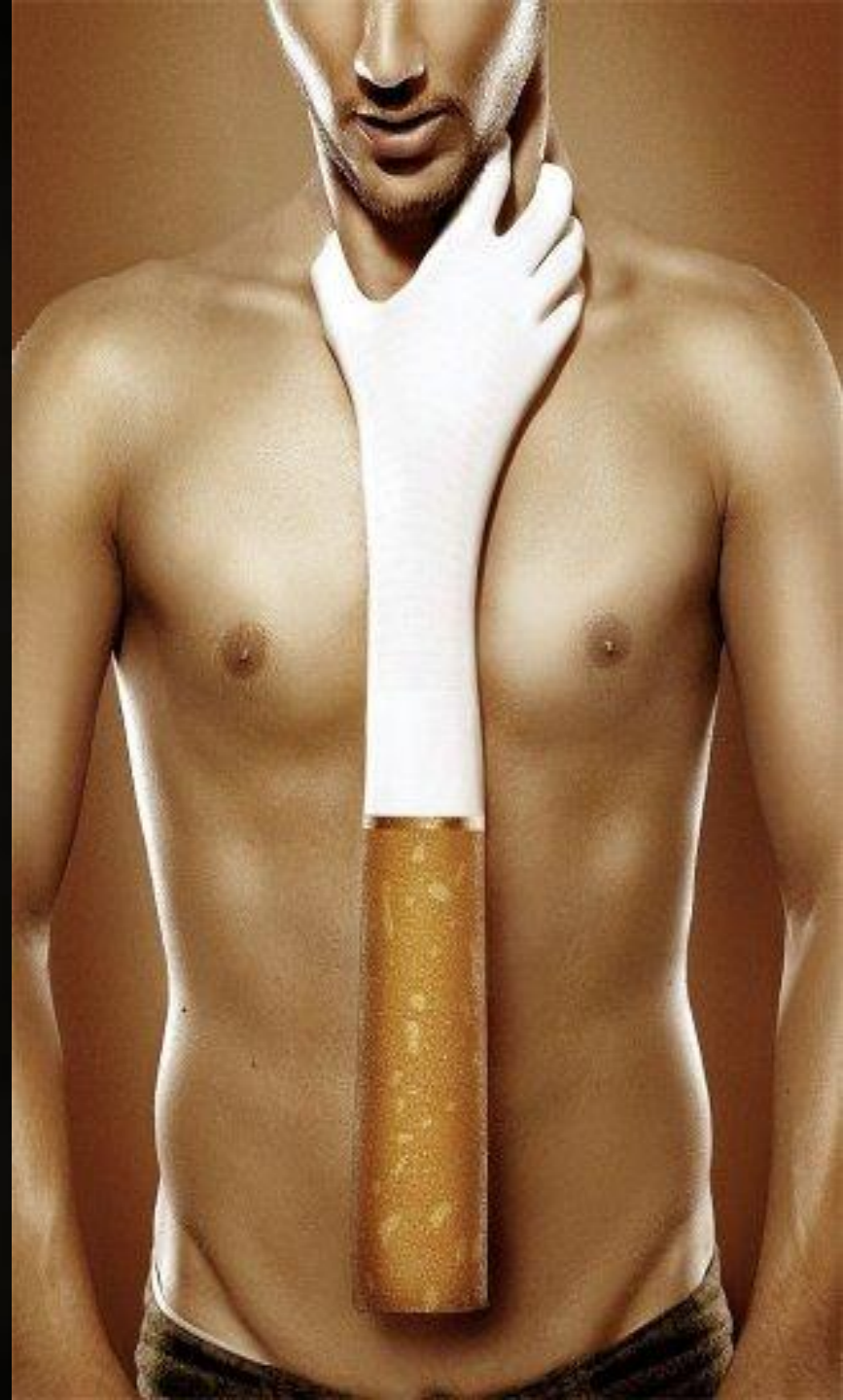
A tall, brown cigarette character stands at the front of the classroom. It wears a green helmet with a yellow star, a red and orange sash, and yellow boots. It is smoking a cigarette and holding a long wooden pointer with a red tip.

A tall, white cigarette character stands at the front of the classroom. It wears a green helmet and yellow boots. It has one hand on its head.

A small, box-shaped character with eyes and yellow boots stands at the front of the classroom. It is holding an open box.

Two cigarette characters sit at a desk. They are wearing green helmets and holding papers.

A cigarette character sits at a desk. It is wearing a green helmet. A box and a stethoscope are on the desk.





SMOKING MIGHT KILLS



Smoking causes lung cancer. Eventually.

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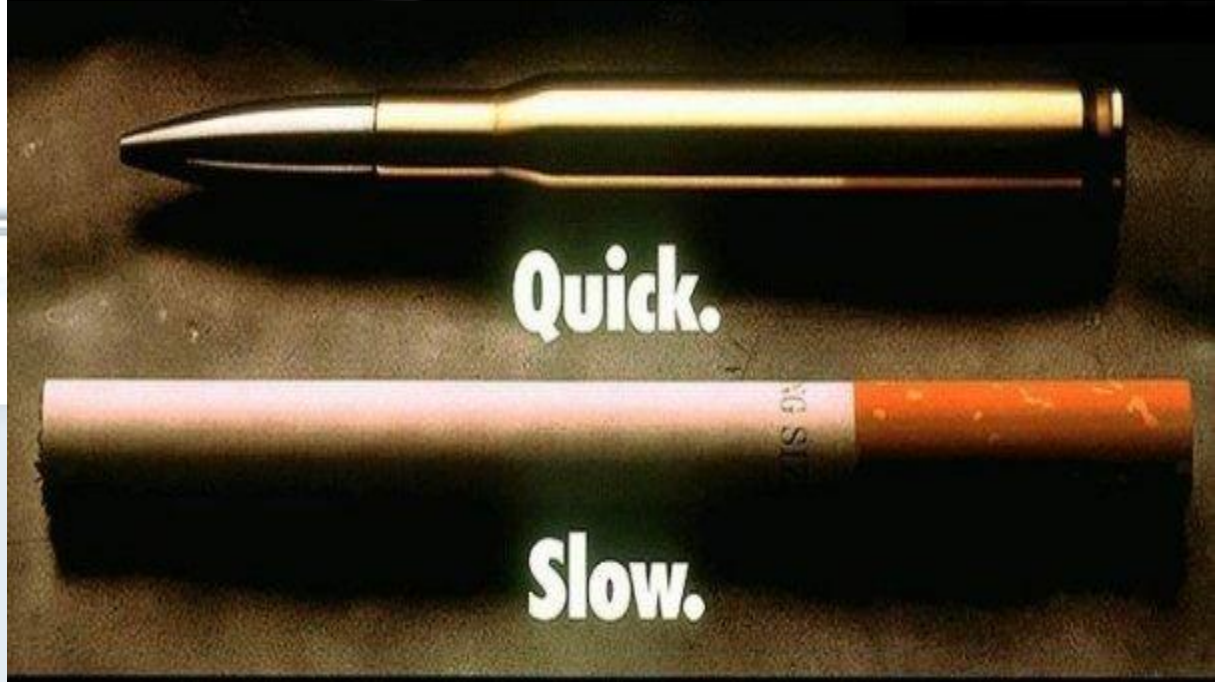
Opinion
Economic
Review



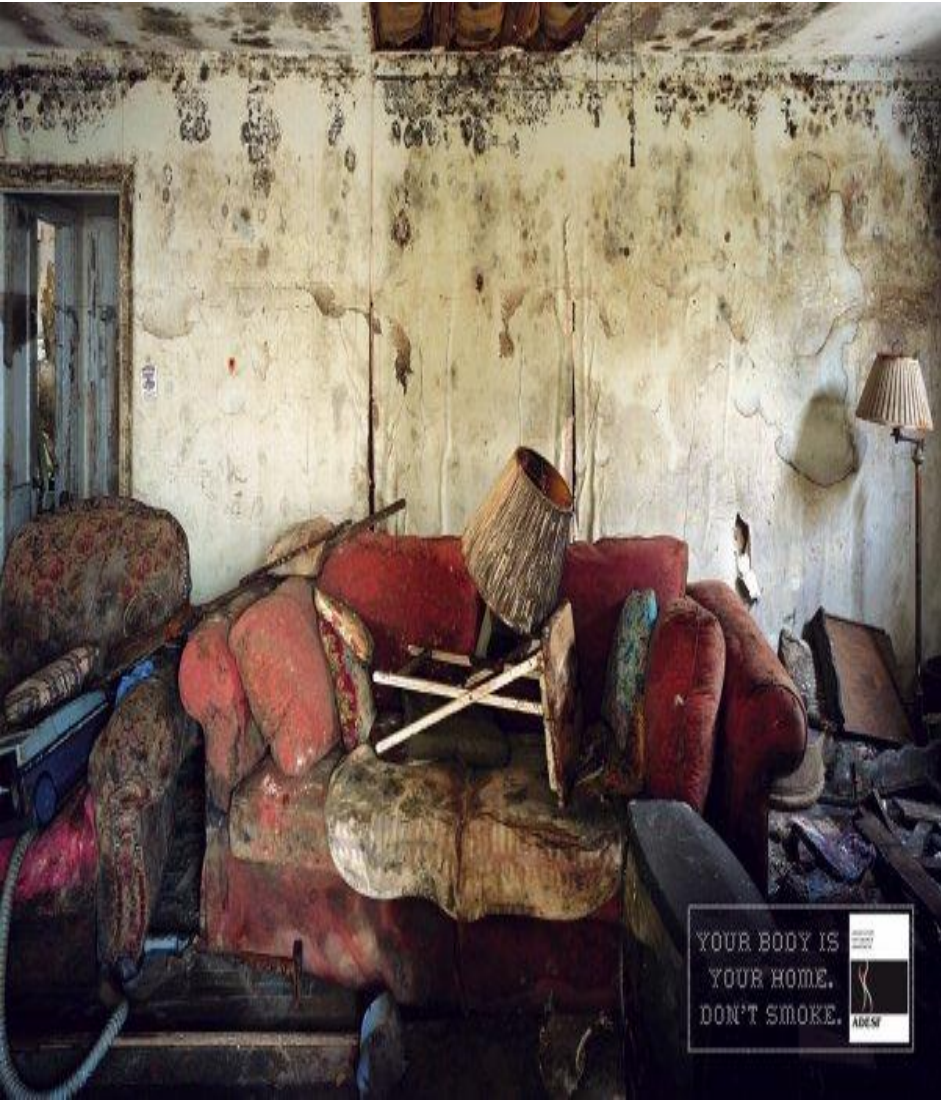
**Protect children: don't make
them breathe your smoke**



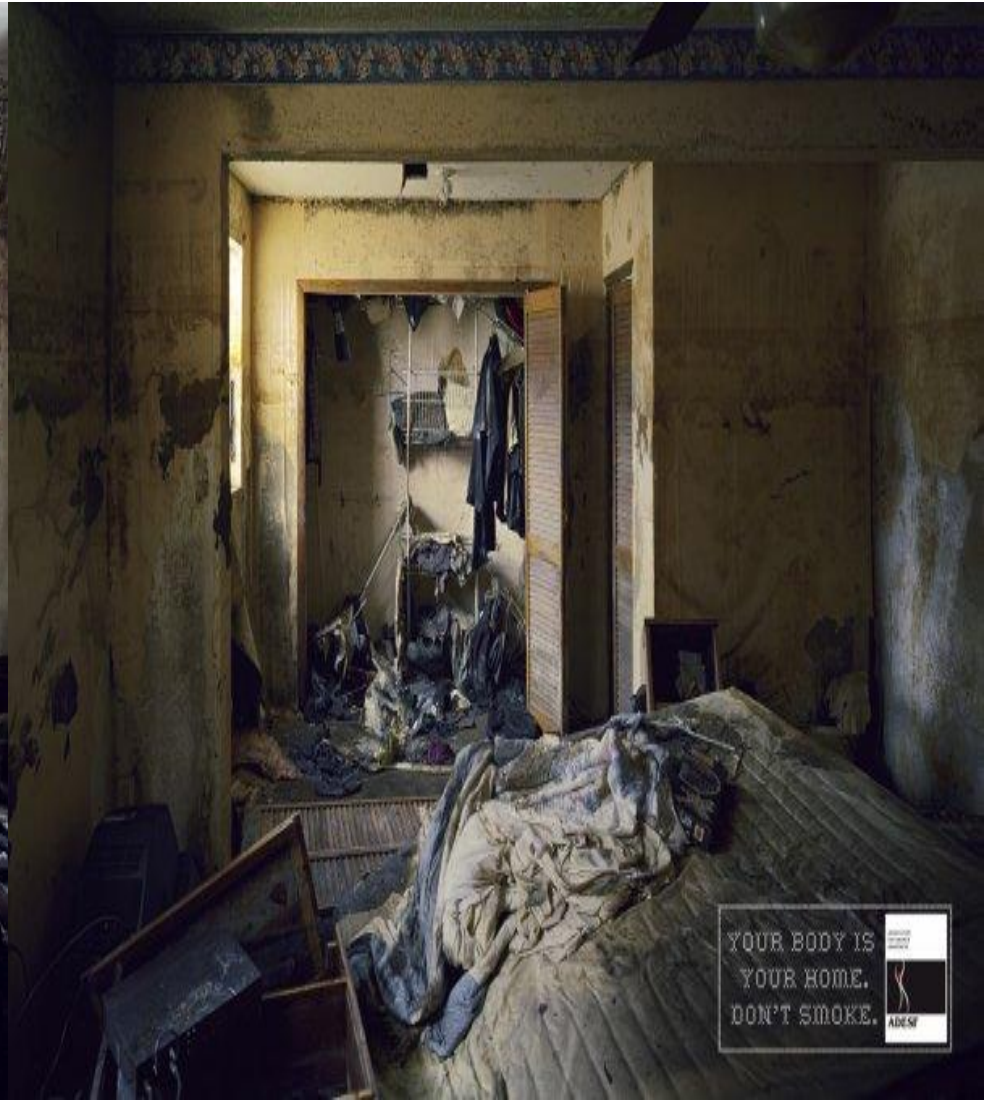
SMOKERS MAKE POOR SWIMMERS.



YOUR BODY IS YOUR HOME. DON'T SMOKE.



YOUR BODY IS
YOUR HOME.
DON'T SMOKE.



YOUR BODY IS
YOUR HOME.
DON'T SMOKE.





Passive smoking kills

ash
SMOKING KILLS



SMOKEFREE

**Smoking
kills**

About 106,000 people in the UK die each year due to smoking



ITS YOUR DECISION

KILL YOURSELF OR KILL THE SMOKE



STOP SMOKE
CHANGE YOUR LIFE



NO SMOKING

Photographie
Patrick Demarchelier
Konzeption
Carine Roitfeld