

BOYS' TOBACCO USE

"Before thirty, men seek disease; after thirty, disease seeks men."
—CHINESE PROVERB

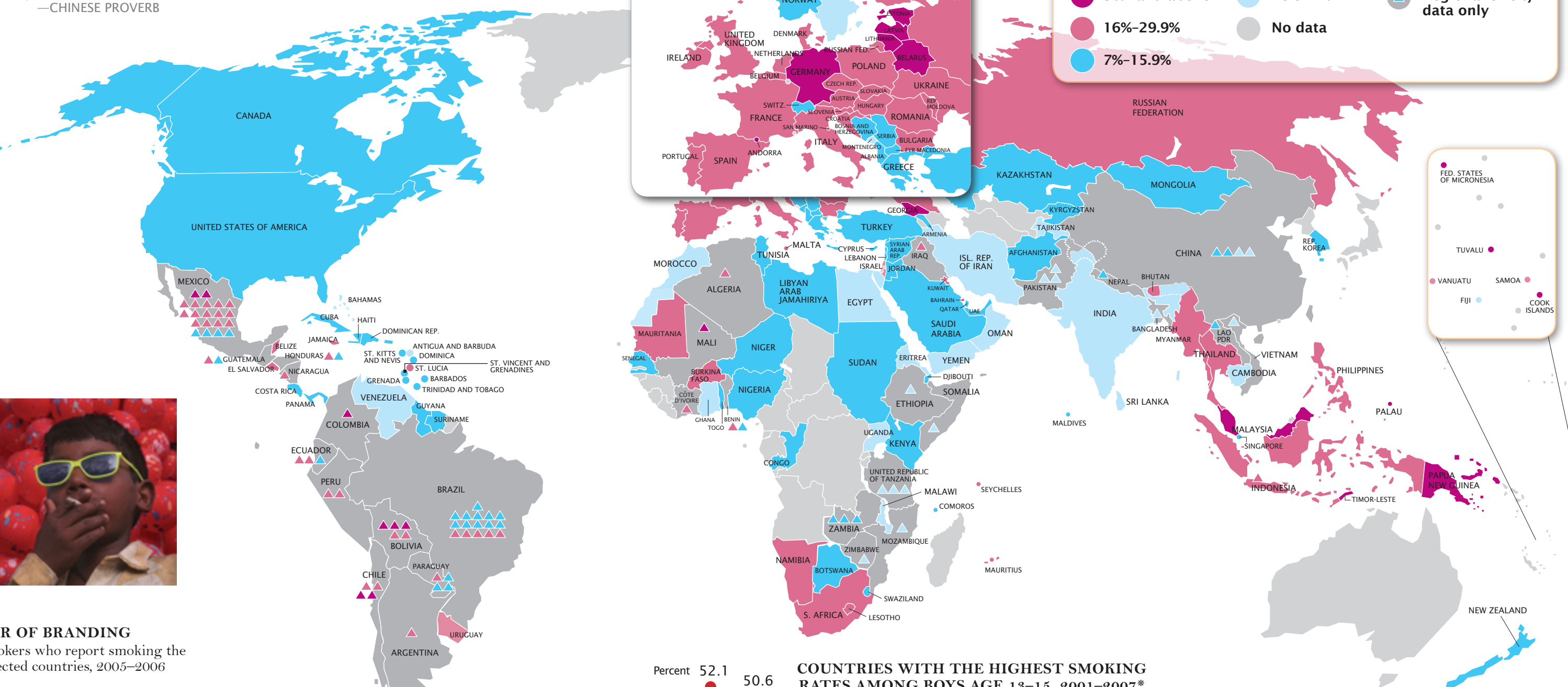
The differences in smoking rates between boys and girls are not as large as one would expect. Boys are more likely than girls to smoke, but in almost 60 percent of countries covered by the Global Youth Tobacco Survey (GYTS), there was no significant difference in smoking rates between boys and girls.

An overwhelming majority of male smokers begin using tobacco before reaching adulthood. Nearly one-quarter of young people who smoke tried their first cigarette before the age of ten.

The uptake of smoking among boys increases with tobacco industry marketing; easy access to tobacco products; low prices; peer pressure; use and approval of tobacco by peers, parents, and siblings; and the misperception that smoking enhances social popularity.

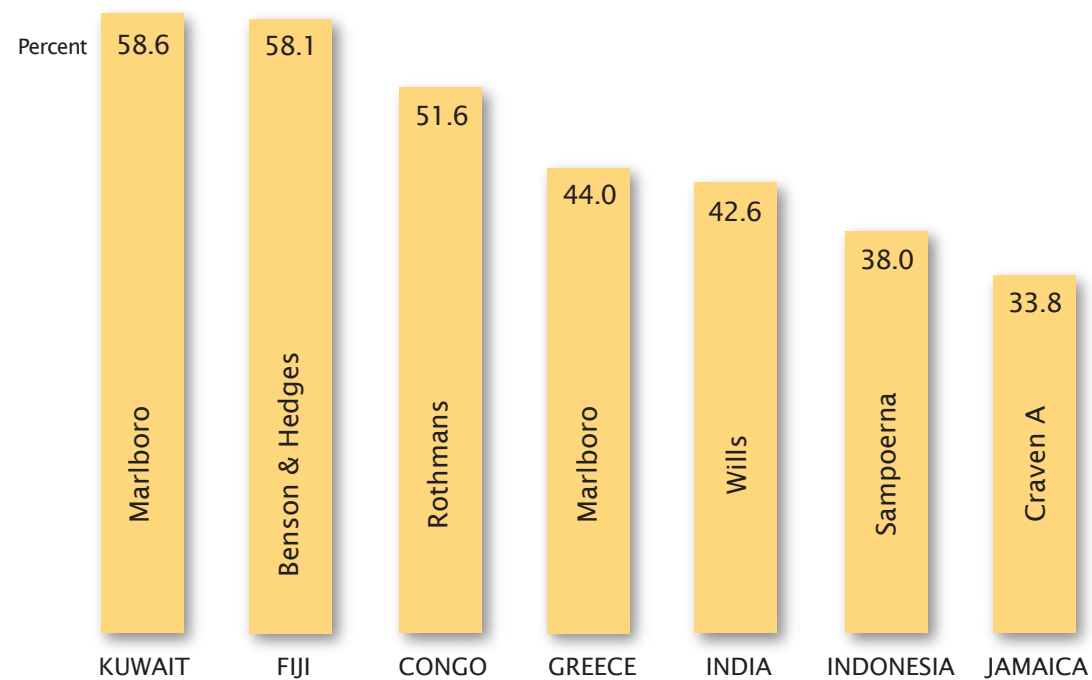
While the most serious health effects of tobacco consumption typically occur after decades of smoking, tobacco also causes immediate health effects for youth, such as reduced stamina. Young men who smoke experience significantly higher risks of erectile dysfunction than those who don't smoke, and the risk of impotence increases with every cigarette smoked.

The most important risk to adolescents is the acquisition of a life-shortening addiction. Smokers who become addicted to tobacco in their youth face the highest risks of contracting and succumbing to the most dreaded tobacco-related diseases: cancer, emphysema, stroke, and heart disease.

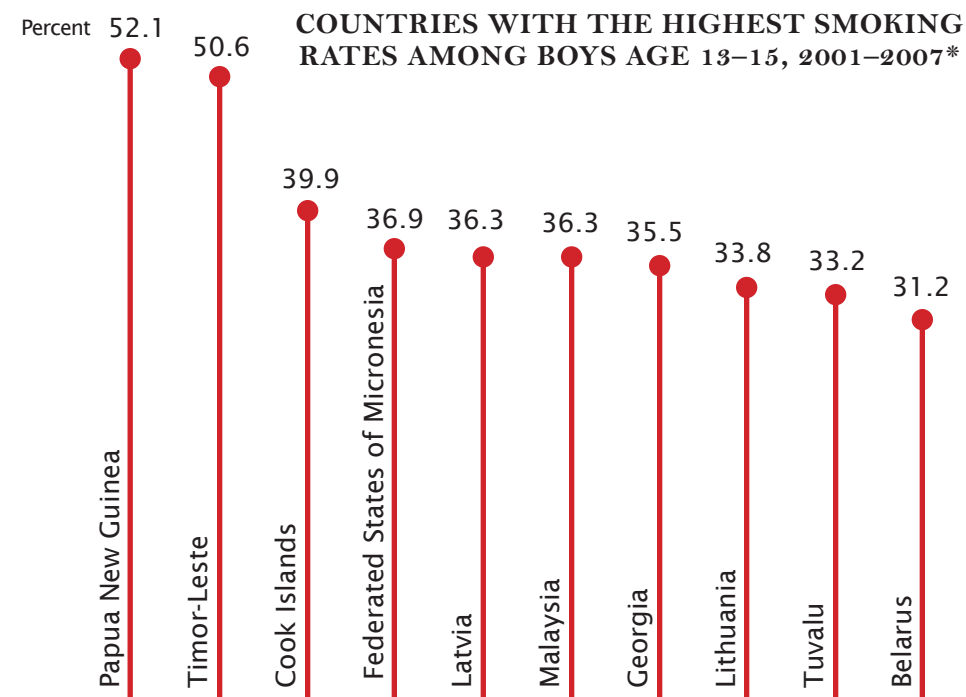


THE POWER OF BRANDING

Percent of teenage smokers who report smoking the specified brand, selected countries, 2005–2006



COUNTRIES WITH THE HIGHEST SMOKING RATES AMONG BOYS AGE 13–15, 2001–2007*



* Among selected countries included in the Global Youth Tobacco Survey

UNLESS SMOKING trends change dramatically, tobacco will eventually kill 250 million of today's teenagers and children.

EIGHTY-SIX PERCENT of youth worldwide agree that smoking does not make boys more attractive.

ABOUT 50 MILLION Chinese children, mostly boys, will eventually suffer premature death due to tobacco-related diseases.