

“We didn’t fall for Big Tobacco’s ventilation scam. And customers love our smokefree atmosphere.”

VINCENT & PRISCILA SATKOFF | Salpicón, Chicago



James Salzano

Ever notice those Options® ads paid for by Philip Morris?

Big Tobacco wants you to “accommodate” smokers by walling off smoking areas or paying an HVAC contractor, referred by Big Tobacco, to install a costly new ventilation system.

It’s all a scam. Deliberately designed by Big Tobacco to get you to fight their war against smokefree measures across America — at your expense.

FACT: No feasible ventilation system can safeguard patrons or staff from secondhand smoke.

Read the fine print. You’ll see that Big Tobacco doesn’t even pretend to address health effects.

You keep the legal liability. They protect their huge profits.

Going smokefree, on the other hand, saves you money.

And protects your business.

Not Big Tobacco.

For a list of HVAC consultants doing Big Tobacco’s dirty work, go online to TobaccoScam.ucsf.edu



TOBACCO Big Tobacco
scam is lying.
Again.

TobaccoScam is a project of Stanton Glantz, PhD, of the University of California School of Medicine, San Francisco, CA 94143-1390.