



# Please Smoke

Do not quit smoking  
Smoke as much as you can.  
We need losers like you  
to make us happy.



\$35.00 Health-related cost to you  
per pack of cigarettes  
\$12,775.00 annually  
(American Cancer Society)



\$2,737.50 annually  
(Daily pack of cigarettes )



Louis Camilleri  
CEO  
Philip Morris International



400,000 deaths annually  
(Pennsylvania State University. April 2010 )



You do not have any idea  
how much we \$value\$ you !!